

Privacy Policy – Beauty At The Heart

At Beauty At The Heart the security and protection of your data is taken seriously and we are committed to protecting and respecting your privacy.

Please read this privacy policy carefully as it describes our collection, use, disclosure, retention and protection of your personal information.

This Privacy Policy applies to any individual who enquires into and/or receives any of our services.

Where you provide us with, or we collect your personal information in any of the ways described in section two below, you agree that we may collect, store and use it:

- (i) To perform our contractual obligations to you;
- (ii) Based on our legitimate interests for processing (i.e. for internal administrative purposes, data analytics and benchmarking (see section 3 below for more information), direct marketing, maintaining automated back-up systems or for the detection or prevention of crime); or
- (iii) Based on your consent, which you may withdraw at any time, as described in this

1. WHO WE ARE

This Privacy Policy applies to all products, applications and services offered by Beauty At The Heart but excludes any products, applications or services that have separate privacy policies which do not incorporate this Privacy Policy.

2. HOW WE COLLECT INFORMATION

To the extent permissible under applicable law, we collect and process information about you and any other party whose details you provide to us when you:

- Register to use our websites, applications or services; this may include your name (including business name), address, email address and telephone number.
- We may also ask you to provide additional information about your business and your preferences.
- Book a service on our website; this may include your name (including business name), address, contact (including telephone number and email address) and payment details.
- Complete online forms (including callback requests), take part in surveys, post any blogs, enter any competitions or prize draws, or participate in any other interactive areas that appear on our website or within our application or service.
- Interact with us using social media.
- Interact with us through chatbots or messaging services linked to our website or social medial platforms.
- Provide your contact details to us when registering to use or accessing any websites, applications or services we make available or when you update those details; and
- Contact us offline, for example by telephone, fax, SMS, email or post.

We will also collect your information where you only partially complete and/or abandon any information input into our website and/or other online forms, and may use this information to contact you to remind you to complete any outstanding information and/or for marketing purposes.

We also collect information from your devices (including mobile devices) and applications you or your users use to access and use any of our websites, applications or services.

Providing us with information about others

If you provide us with personal information about someone else, you are responsible for ensuring that you comply with consent obligations under applicable data protection laws in relation to such disclosure. In so far as required by applicable data protection laws, you must ensure that you have provided the required notices and have obtained the individual's explicit consent or otherwise have a legal basis to provide us with the information and that you explain to them how we collect, use, disclose and retain their personal information or direct them to read our Privacy Policy.

3. HOW WE USE YOUR INFORMATION

To the extent permissible under applicable law, we use your information to:

- Provide any information and services that you have requested.
- Compare information for accuracy and to verify it with third parties.
- Provide, maintain, protect and improve any applications, products, services and information that you have requested from us.
- Manage and administer your use of applications and services you have asked us to provide.
- Manage our relationship with you (for example, customer services and support activities).
- Monitor, measure, improve and protect our content, website, applications and services and provide an enhanced, personal user experience for you.
- Provide you with any information that we are required to send you to comply with our regulatory or legal obligations.
- Comply with any other of our regulatory or legal obligations.
- Detect, prevent, investigate or remediate, crime, illegal or prohibited activities or to otherwise protect our legal rights (including liaison with regulators and law enforcement agencies for these purposes).
- Contact you to see if you would like to take part in our customer research (for example, feedback on your use of our applications, products and services).
- Monitor, carry out statistical analysis and benchmarking, as permitted by law and in accordance with the "Data analytics and benchmarking" section below.
- Deliver targeted advertising, marketing (which may include in-product messaging) or information to you which may be useful to you, based on your use of our applications and services.

You can manage your privacy settings within your browser or our applications and services (where applicable).

- We may monitor and record our communications with you, including e-mails and phone conversations. Information which we collect may then be used for training purposes, quality assurance, to record details about our website, applications and services you order from us or ask us about, and in order to meet our legal and regulatory obligations generally.

Data analytics and benchmarking

We may use information generated and stored during your use of our services for our legitimate business interests to enable us to give you the best service and/or solutions and the best experience. This use of information might involve the use of statistical analysis, benchmarking and forecasting services.

These purposes include:

- To adapt our services, support and personalise the communications we send to you in relation to those services, where permitted by law. To do this, we use data generated by your use of our products and websites (your consent is collected where required by applicable laws). You have the right to object to such use of your personal data in accordance with Section Six below.
- Deliver advertising, marketing (including in-product messaging) or information to you which may be useful to you, based on your use of services.
- Carry out research and development to improve our services, products and applications.
- Develop and provide new and existing functionality and services (including statistical analysis, benchmarking, insights, receipt recognition and cashflow forecasting services).

Any individual whose personal information we process has the right to object to processing based on our legitimate interests, and if you wish to do so, please contact us.

4. SHARING YOUR INFORMATION

We will never share your information with any third party without obtaining consent from you, for which the purpose will be explained clearly, specifically and unambiguously.

5. MARKETING

From time to time, we may use your information to contact you with details about our services, which we feel may be of interest to you. You have the right at any time to stop us from contacting you for marketing purposes. If you wish to exercise these rights, you can do so by contacting us directly. You can also unsubscribe from any email marketing using the links provided in the emails we send to you.

6. SECURITY AND STORAGE OF INFORMATION

We will keep your information secure by taking appropriate technical and organisational measures against its unauthorised or unlawful processing and against its accidental loss, destruction or damage.

7. TRANSFERS OUTSIDE THE EUROPEAN ECONOMIC AREA AND THE UK

Personal information in the European Union and the UK is protected by data protection laws but other countries do not necessarily protect your personal information in the same way.

Our website and some of our applications or services or parts of them may also be hosted outside the UK or the EEA (which means all the EU countries plus Norway, Iceland and Liechtenstein) (together “EEA”) and this means that we may transfer any information which is submitted by you through the website or the application or service outside the EEA to other territories outside the EEA.

We take steps to ensure that where your information is transferred outside the EEA by our service providers and hosting providers, appropriate measures and controls in place to protect that information in accordance with applicable data protection laws and regulations. In each case, such transfers are made in accordance with the requirements of Regulations (EU) 2016/679 (the General Data Protection Regulations or “GDPR”) and may be based on the use of the European Commission’s Standard Model Clauses for transfers of personal data outside the EEA.

By using our website, products or services or by interacting with us in the ways described in this Privacy Policy, you consent to the transfer of your information outside the EEA in the circumstances set out in this Privacy Policy. If you do not want your information to be transferred outside the EEA you should not use our website, applications or services.

8. COOKIES, ANALYTICS AND TRAFFIC DATA

Cookies are small text files which are transferred from our websites, applications or services and stored on your device. We use cookies to help us provide you with a personalised service, and to help make our websites, applications and services better for you.

Our cookies may be **session cookies** (temporary cookies that identify and track users within our websites or services which are deleted when you close your browser or leave your session in the application or service) or **persistent cookies** (cookies which enable our websites, applications or services to “remember” who you are and to remember your preferences within our websites, applications or services and which will stay on your computer or device after you close your browser or leave your session in the application or service).

We use the following types of cookies:

- **Strictly necessary cookies**
These are cookies which are needed for our websites, applications or services to function properly, for example, these cookies allow you to access secure areas of our website or to remember what you have put into your shopping basket.
- **Performance cookies and analytics technologies**
These cookies collect information about how visitors and users use our websites, applications and services, for instance which functionality visitors use most often, and if they get error messages from areas of the websites, applications or services. These cookies don’t collect information that identifies a visitor or user directly. We only use these cookies to improve how our website, applications and services work.
- **Functionality cookies**
These cookies allow our websites, applications and services to remember choices you make (such as your username, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for. The information these cookies

collect may be anonymised and they cannot track your browsing activity on other websites.

- **IP Address, device tracking and traffic data**

We keep a record of traffic data which is logged automatically by our servers, such as your Internet Protocol (IP) address, device information, the website that you visited before ours and the website you visit after leaving our site. This may include using certain masked (unidentifiable) data to track where users switch between different devices when accessing the website. We also collect some site, application and service statistics such as access rates, page hits and page views.

We are not able to identify any individual from traffic or device tracking data or site statistics.

Your browser settings

You may be able to configure your browser or our website, application or service to restrict cookies or block all cookies if you wish; however if you disable cookies you may find this affects your ability to use certain parts of our website, applications or services.

9. FURTHER INFORMATION

If you have any queries about how we treat your information, the contents of this Privacy Policy, your rights under UK law, how to update your records or how to obtain a copy of the information that we hold about you, please contact us.

10. Your Rights

If you would like to exercise any of your rights under the UK GDPR, please email Beauty At The Heart with a detailed outline of the request and, if applicable, the time period this request covers.

We will consider all such rights requests and will provide a response within a reasonable period and, where required, within regulatory timeframes.

11. Updating this Privacy Policy

We will amend or update this notice to comply with our legal obligations or to meet our changing business requirements. It is recommended that users of our services periodically review to ensure familiarity with the most up-to-date version, to ensure you are aware of the information we collect and process in order to provide our services to you.

