



# Becx Beauty Privacy Policy

Your privacy is very important to us; so, in line with the Data Protection Act and General Data Protection Regulation (GDPR), we have written this policy to display how and why we use personal information collected when you use our services or website.

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Becx Beauty is owned by Rebecca Allan and does not employ any other staff.

## What information is collected about you?

### 1. As a client

If you are a client of ours, we will need to collect your:

- Name
- Address
- Date of birth
- Phone number
- Email address

As per new GDPR legislation, when completing your client record card, you can opt in or out of communications you receive from us, and how you would like to receive them.

For some treatments, we may require other sensitive information about your:

- Health
- Allergies
- Pregnancy
- Medications
- Other treatments you have received elsewhere
- Photographs

With your consent, photographs may be shared on our social media pages and website. You can contact us at any time to retract your consent and have your photos removed.

We guarantee to never obtain information about you indirectly from sources outside of business.

Rebecca Allan, Bexx Beauty, Newcastle upon Tyne.  
www.becxbeauty.co.uk

For insurance purposes, all information on your client card is required to be kept for a minimum of 7 years. After which, if you no longer use our services, your information will be destroyed. At any time, you can request a copy of information recorded about you.

### **How your data is used**

- To provide and maintain the service
- To notify you of changes to our services
- For appointment reminders, promotions, offers and newsletters
- To provide client care and support
- To gain analysis and valuable information like feedback and reviews to improve our service

No personal information will ever be sold or distributed to others, and data collected is purely for the purpose of providing the highest level of services to you.

### **2. As an online user**

The personal information stored about you on our website or social media may include your name and email address. For example, if you comment on our Facebook page or leave a review. You can delete your comments at any time or contact us to remove them.

www.becxbeauty.co.uk also has a third-party email subscription service through wix.com. You consent to email communications with this service by inputting your email address. You can unsubscribe from this at any time by clicking the link at the very bottom of emails received or contact us directly to remove you from the list.

If you agreed to marketing emails on your client card, you will have been signed up to this email subscription list. As above, you can contact us to be removed from this list at any time.

### **3. As a consumer**

If you shop and place orders through www.becxbeauty.co.uk, we will need to collect your:

- Name
- Address
- Phone number
- Email address

As per GDPR legislation, when signing up online you can opt in or out of marketing communications you receive from us, and how you would like to receive them.

### **How your data is used**

We will never use your personal data unlawfully, so we have set out a list of reasons why we may need your data and what we may do with it. Your data will never be given or sold elsewhere.

- Creating and maintaining your online account.
- Performing a contact with you.
- Some information may be needed for fraud prevention.
- Processing and delivering orders, returns, refunds and customer service enquiries.
- Sending details of products, offers and events.
- Analysing purchase and browsing history.
- Improving and securing the website.

In certain circumstances, we may need to share personal data with carefully selected legal advisors, bankers, insurers, regulators, HM Revenue & Customs and Accountants for the use of monitoring Bexx Beauty sales and purchases. Your information will not be stored or sold by them.

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### **Google Analytics and Cookies**

Google's use of the DART cookie enables it to serve ads to users based on their visit to www.becxbeauty.co.uk and other sites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy at the following URL - [http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html)

Becx Beauty also uses Google Analytics. Google Analytics is another third-party which uses cookies to report on visitor interactions on www.becxbeauty.co.uk. Google Analytics also collects Internet Protocol (IP) addresses to provide and protect the security of the service and to give website owners a sense of which country, state, or city in the world their users come from (also known as "IP geolocation"). Google Analytics provides a method to mask IPs that are collected. You can opt-out of Google Analytics using your information here - <https://tools.google.com/dlpage/gaoptout?hl=en>

We have no access to, or control, over these cookies used by third-party advertisers.

For more detailed information on practices or instructions on how to opt out of mentioned practices, you may consult respective policies of the said third-party ad servers. Our privacy policy does not apply to, and we cannot control the activities of, such other advertisers or websites.

If you wish to disable cookies, you may do so through your individual browser options. More detailed information about cookie management with specific web browsers can be found at the browsers' respective websites.

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### **Contact**

You can contact us regarding your personal data, what information is stored and to have data removed via email at [becxbeauty@outlook.com](mailto:becxbeauty@outlook.com), or via means on our website [www.becxbeauty.co.uk](http://www.becxbeauty.co.uk), and social media.

Rebecca Allan

Becx Beauty – Makeup Artist & Beautician  
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[www.instagram.com/becxbeautymua](https://www.instagram.com/becxbeautymua)  
[www.twitter.com/becxbeauty](https://www.twitter.com/becxbeauty)

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