



At The London Salon we take privacy seriously and only use the information we collect to provide our services. We do not share or sell the information we collect for any other purpose than providing the services listed.

At any time, you may request a copy of information we have recorded about you. You may also request we remove all identifiable information with respect to yourself. As a matter of course, we will delete your identifiable information if you have not undertaken business with us after two years.

For transparency, listed are the business services we provide and how each service uses the information we collect.

Hair and beauty related services

We request the minimum level of personally identifying information to run our business effectively. This is data you provide us directly, for example, your name and contact details. We will never obtain information about you indirectly from sources outside our business. We store notes with respect to services we undertake to ensure we maintain and exceed our level of service. For example, your preferred hair style, colour formula codes, how you like your coffee and who your favourite stylists are.

We consider you have provided consent for us to store personally identifying information and information about your services based on your receiving services from us.

Depending on the particular service/s we are providing we may be required to ask questions related to your medical history. We will obtain your consent prior to storing information related to your medical history. Examples of medical data may be allergies, pregnancy or an injury that may impact our service.

Appointment confirmations and reminders

We will contact you via phone, email or SMS to confirm appointments booked and remind you of upcoming appointments. We consider your having made that appointment as consent to undertake this activity but, if you want, you may opt-out at any time.

Appointment ratings and reviews

After visiting us we may send you an email or SMS asking you to rate our services and provide feedback. We consider your agreement and participation in the service as consent to undertake this activity but, if you want, you may opt out at any time.

Loyalty & Marketing

We consider becoming a member of our loyalty program as consent to send you emails related to the loyalty program but, if you want, you may opt out at any time.

We will not undertake phone, mail, email or SMS marketing without you first providing consent for us to do so. Our marketing campaigns are automated and use rules based on services and products purchased and information we collect from you.

For example, we may send marketing campaigns related to your birthday, the fact we miss you (you have not visited for 3 months) and other special days like Valentine's Day and Christmas. Of course, you may opt out of receiving marketing material at any time.

Data processors and data locations

We use numerous leading software solutions within our business to provide the services listed above. These software solutions store and process data in numerous locations outside our business premise.

For a list of software providers and data storage locations please visit:
www.shortcuts.co.uk

Your information is stored within the European Economic Area on secure servers provided by Shortcuts Salon Software. Any payment transactions are encrypted. Sending information via the internet is not completely secure, although we will do our best to protect your information and prevent unauthorised access. CCTV images are automatically deleted after 30 days. CCTV images are held securely on site.

Employment

The information we collect about employees, the purposes it is used for and who it will be shared with is set out in our employment contracts and employee handbook.

Cookies

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This is used to track visitor use of the website and to compile statistical reports on website activity. For further information visit www.aboutcookies.org or www.allaboutcookies.org. You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

Other Websites

Our website includes links to other websites. This privacy notice only applies to this website so when you link to other websites you should read their own privacy notices.

Changes To Our Privacy Notice

We keep our privacy notice under regular review and we will place any updates on this webpage or on the printed copy. This privacy notice was last updated on 24 May 2018.

How To Contact Us

Should you have any further queries regarding our Privacy Policy please email our DPO at dataprotectionofficer@thelondonsalon.com or telephone 02074944444.