



## **Beyoutiful Beauty Privacy Policy**

This Privacy Policy describes how your personal information is collected, used, and shared when you visit beyoutiful-beauty.co.uk (the "Site").

### **PERSONAL INFORMATION WE COLLECT**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and browsing behaviour.

### **HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the personal information that we collect to communicate with you and when in line with the preferences you have shared with us, provide you with information relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

## **SHARING YOUR PERSONAL INFORMATION**

We may sometimes and only with your consent share your Personal Information with third parties that we trust to provide a service on our behalf so they can contact you to organise said service.

We may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

We use a partner called Jot Form to deliver our forms and store your data. JotForm is fully compliant with the European Union's General Data Protection Regulation (GDPR), the data protection law taking effect on May 25, 2018. This applies to any business that collects data in or from Europe. All forms are served across protected 256 bit SSL (Secure Socket Layer) connection that uses a SHA256 Certificate. This is the same level of protection used by online banking or e-commerce providers.

## **DO NOT TRACK**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

## **YOUR RIGHTS**

You have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact methods on our website.

## **DATA RETENTION**

When you submit a contact form through the Site, we will maintain your Information for our records unless and until you ask us to delete this information.

## **CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

## **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [sarah@beyoutiful-beauty.co.uk](mailto:sarah@beyoutiful-beauty.co.uk) or by phoning 07875076331.