

Privacy Policy

First Impressions Beauty Salon Ltd is committed to ensuring that your privacy is protected whether you are a supporter, prospective employee or volunteer, user of our services, fundraiser or commercial or professional contact or partner.

Under data protection laws, First Impressions Beauty Aberdeen Ltd has a legal duty to protect any personal information you provide to us whether online, via phone, email, in letters or any other correspondence. We will ensure that such information is only used for the purpose for which it was requested and also to ensure that the data is held securely.

This privacy policy explains how First Impressions uses the information it collects about you and procedures that First Impressions has in place to safeguard your privacy.

Please remember that it is easy to check and update your details or preferences for how you want First Impressions to communicate with you or if you want to stop receiving information. Call 01224 586888, email: impressions208@googlemail.com to say how you would prefer us to keep in touch.

We regularly review this privacy policy. If we make significant changes they'll be updated here and we will place a prominent notice on our website.

This privacy policy was prepared to be as concise as possible so that you have an understanding of how your personal information will be stored and used. We are happy to provide additional information if you send a request to our Data Protection Officer (or DPO) at:

First Impressions Beauty Aberdeen Ltd

208 Holburn Street
Aberdeen
AB106DA

Tel: 01224 586888
Email: impressions208@googlemail.com

The sections below provide further privacy information – different parts might apply to you depending on your relationship with us.

Overview of information collection and storage

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1) Overview of information collection and storage

We collect personal information from you when you:

- *Give information to us directly* – for example, when you interact with us on social media platforms such as Facebook or Twitter, make a donation to us, apply for a position, register for an event or otherwise provide us with personal information.
- *Use our website* – we collect information about how people use our website and the services that they use. Please see the ‘Using our website’ section of this Notice for further information.
- *Referrals* – we may be provided with information from you about third parties. For example, where another charity refers you to us to receive our services. More about how we get and share information from third parties is set out below.
- *Public Sources* – we may use personal information that is available publicly, for example, we may use contact details available publicly (including from publicly available social media posts) when organising a fundraising event.

We will treat all of your personal information confidentially and we will take all reasonable steps to keep your personal information secure once it has been transferred to our systems.

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal information.

Please note that whilst we take appropriate security measures we cannot guarantee the security of any data you disclose to us online. You accept the inherent security risks of providing information and dealing online and will not hold us responsible for any loss or damage that you incur.

We do not transfer your personal data outside the European Economic Area (EEA).

We will generally only keep your information for as long as necessary for the purpose for which it is collected, or where we have a legal obligation to keep information for a certain period of time. Historically, we have archived information for longer periods for public record keeping.

For further information on our information collection and storage practices or our retention policies, please contact our DPO.

We generally retain information for 7 years, in line with HMRC requirements.

- full name
- contact details (your address, email and contact number)
- details of any enquiry, compliment or complaint that may be provided to us
- information about personal experiences and circumstances, and information about health and wellbeing

We use this information only to the extent necessary to provide the services to you that you have requested from us.

Where this involves the use of special category information (such as information about your health and wellbeing)

If you do not provide us with information that we ask for and that we require, we may not be able to provide services to you. If you are uncomfortable about disclosing certain information to us or if you have any concerns or queries about why we require certain information, we are happy to discuss this in further detail with you.

In limited circumstances, we may ask for your consent to use your information (for example, for your experience with us to be used in First Impressions materials or on our website). We will always ask for your explicit consent beforehand, and we will tell you how you can withdraw your consent if you change your mind (which you can do at any time).

The information we use to deliver services will either be provided to us by you, created by us in the delivery of services (for example by way of notes made by our staff), or provided to us by a third party.

We will only share special category information with other organisations where that is necessary for legal reasons, or where there are other substantial public interest grounds.

Your information will be processed and stored on our secure IT systems, which are supported by our third party IT providers. Information may also be held by our document management service providers.

Case records are generally kept on our live system for up to 5 years, after which time they are anonymised so that any identifiable information is removed. In certain circumstances we may be required to keep records for a longer period, depending on the nature of the case and whether or not we are subject to separate legal obligations which require us to do this.

6) Commercial or professional contacts and partners

Marketing

We may contact you for marketing purposes by email or text message if you have agreed to be contacted in this manner.

If you have provided us with your postal address or telephone number we may send you direct mail or telephone you about our work, unless you have told us you do not wish to receive calls or mail from us.

It is your choice as to whether you want to receive information about our services, offers and promotions

You may opt-out of our marketing emails at any time by clicking the ‘unsubscribe’ link at the end of our marketing emails, and can opt-out of receiving marketing texts by sending us an “opt-out” text message, following the instructions we provide you in our initial text.

You can also change any of your contact preferences at any time letting us know what types of information you wish to receive. When you contact us we will quickly recap the types of communications that we send out and tailor your record according to your preference. Please call **01224 586888**, email: impressions208@googlemail.com, write to First Impressions, 208 Holburn Street, Aberdeen AB106DA, to say how you would prefer us to keep in touch.

We will not use your information for marketing purposes if you have indicated that you do not wish to be contacted for such purposes. However, we may retain your details in accordance with legal requirements and to help ensure that we do not continue to contact you.

8) Using our website

When someone visits www.firstimpressionsbeauty.com we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site.

This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google Analytics to make, any attempt to find out the identities of those visiting our website. If we do want to collect personal information through our website, we will make this clear and explain what we will do with it.

We use cookies to help us make our website better. Cookies mean that our website will remember you from visit to visit. A cookie is simply a small text file. It isn’t a program and doesn’t actively do anything on your computer.

We ensure your data is kept secure by using up-to-date security features and procedures and we respect the privacy of all visitors to our website.

If you post or send any content that we believe to be inappropriate, offensive or in breach of any laws, such as defamatory content on our forums or social media pages, we may use your personal information to inform relevant third parties such as your internet provider or law enforcement agencies.

Our websites may also include links to other websites, not owned, associated or managed by First Impressions Beauty Aberdeen LTD. While we try our best to only link to reputable websites we cannot be held responsible for the privacy of information collected by sites not managed by us, nor can we accept responsibility or liability for them.

For this reason, you should consult the privacy policy on any external website you link to before you submit any personal information to those websites.

Online surveys

From time to time we may contact you and ask you to complete a survey online where we are seeking feedback about your experiences with us. We will only collect personal information in the context of online services where this is necessary for us to receive adequate feedback

from you. All of our surveys are optional – you do not need to complete a survey if you do not wish to do so.

11) Your privacy rights

Data protection laws give you a number of rights as set out below. If you would like to exercise any of your rights, please contact us using the details located above.

- **Access your personal information:** you may request access to a copy of your personal information. All requests for access to personal information should be made to us in writing.
- **Withdraw consent:** if you have given us consent to use your personal information to send you communications, you can withdraw your consent at any time.
- **Rectification:** you may ask us to rectify and update any inaccurate information we hold about you or to complete any information that is incomplete.
- **Erasure:** you may ask us to delete your personal information.
- **Portability:** you may ask us to provide you with the personal information that we hold about you in a structured, commonly used, machine-readable format, or ask for us to send such personal information to another data controller.
- **Restriction:** you can ask us to restrict the personal information we use about you where you have asked for it to be erased or where you have objected to our use of it.
- **Object:** you may object to our processing of your personal information in accordance with this Notice. Please contact us, providing details of your objection.

You may make a complaint about our data processing activities by contacting us using the details above. Alternatively, you may make a complaint to the UK supervisory authority, which is the Information Commissioner's Office, by visiting their website at www.ico.org.uk/concerns, by phoning 0303 123 1113 (local rate) / 01625 545 745 (national rate), or by writing to the:

Information Commissioner's Office
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire SK9 5AF