Helen Silver Privacy Notice

Introduction

The following privacy notice outlines how Helen Silver Make-up collects, uses, protects and

transfers your personal data. Helen Silver Make-up is a sole trader that provides services including Make-up, semi-permanent Make-up, Lashes and Brows.

The data protection officer/data owner for the organisation is Helen Silver. You can contact

the data protection officer/data owner by sending an email to info@helensilvermakeup.co.uk

Personal data collected

The personal data that we collect is:

• Name

• Home address

• Email Address

• Date of Birth

• Phone number

• Health information

Purpose and Legal Basis for Processing Your Data

Helen Silver takes your privacy seriously and we will never sell or rent your personal data

to any third-party. Sharing of your data and direct marketing activities are only carried out with

your express consent, which you are free to withdraw at any time.

We need to obtain and process your personal data to provide you with our products, services

and treatments and to fulfil our business and legal obligations. We will never collect any

personal information from you that we do not need or retain any data that is no longer necessary

for the purposes specified in this notice.

Where we request sensitive personal data from you (i.e. health or medical data), the reason(s)

for the request will be clearly given along with the purposes of the processing. Explicit consent

through a signature will always be required for us to obtain and process your health

information.

Who is processing my data?

Helen Silver the data

controller and processes your personal information for the purposes laid out in this privacy

notice

acts as data processor and have access to personal information

only in cases that customer support or troubleshooting is required by Helen Silver Make-up.

Further, they must process the personal information in accordance with this Privacy Notice and

as permitted by applicable data protection laws.

Your personal data is processed to:

• Collect specific personal data (name, address, email, contact number, DOB) that is required to

enter into a contract to sell a product or service.

• Engage in communication with you including confirmation and reminders of appointments,

and requests to cancel or change bookings.

• Collect Health information to perform the agreed services appropriately, and potentially

highlight areas that products and services may cause issues to clients because of their health.

• Ensure a safe service and provide industry standard advice.

• Select relevant offers, promotions and information for you.

• Estimate the number of customers we have.

• Hold personal data that is required by law or to respond to legal process.

• Hold for insurance purposes.

• Store customer records.

Your rights as the individual

If your personal data is held by Helen Silver Make-up you hold particular rights over it.

Where you have provided consent for us to contact you as part of our marketing services, you

have the right to modify or withdraw your consent at any time by using the unsubscribe option

accompanied with all of our direct marketing or by contacting the Helen Silver Make-up Data

Officer.

You also have the right:

• To be informed of how your personal data will be used before it is collected.

• To access your personal data personal data and to information on how your information is

used after it has been gathered.

• To have personal data corrected if it is incomplete, inaccurate or out-of-date.

• To request the removal or deletion of personal data where there is no compelling reason for its

continued processing.

• To restrict processing, to ‘block’ processing of your personal data.

• To data portability, having your data moved, copied or transferred from Tony Hairdressing to

another organisation in an easily readable format.

• To object to direct marketing from us.

Special categories of personal data collected

Health questions are asked in many of our consent forms to potentially highlight treatments that

may have a negative effect on your health due to medication you are taking or a condition you

have. Tony Hairdressing asks for consent prior to gathering and processing this information. At

any time after giving consent, you can withdraw you consent, subject to legal, insurance and

contractual restrictions (see more on ‘your rights as an individual’). Your privacy is very

important to us and we only use this information for determining your suitability for the

treatment.

Process of collection

Your personal data is collected when you provide it to us through our website,

over the phone, in salon, by email, social media, in writing or any other

means by which you provide it to us. Information is stored on wix.com secure website form data

as well as some level of paper record keeping.

Helen Silver Make-up gives you access to information about your account and bookings through

Wix.com, for the limited purpose of viewing and updating that information.

Children’s Privacy

Helen Silver does not collect the personal data of children under the age of 16 without

parental or guardian consent. If you believe that we hold any information from or about a child-under age 16, please contact Helen Silver Make-up and if we cannot immediately obtain

appropriate parental or guardian consent, will remove the personal data from storage.

Data Sharing

Helen Silver Make-up do not share your personal

information with any third-party without your prior consent, other than those already disclosed

in this privacy notice or as part of our legal obligations under the relevant data protection laws.

Use of Data Processors

Data processors are third parties who provide some elements of our business services for us.

Where we use a third-party, we have strict agreements in place governing the processing of

your personal data, on which no action can be taken without instruction from us. The thirdparties with whom we work will never share or disclose your personal information and will

hold it securely at all times.

How Long Do We Keep Your Data?

Helen Silver Make-up retains your personal data for as long as necessary to provide you with our

services as our client. Helen Silver Make-up are required under tax laws to keep your personal data

for a minimum of 7 years. Health and Safety records will be retained for 10 years and where we

have your consent for marketing purposes, we will retain the minimum required data until you

notify us that you no longer wish to receive such information.

The criteria for which we would continue to process your personal information includes:

• Where there is a legal basis, obligation or legitimate interest to continuing processing your

personal information

• Where processing is necessary for the establishment, exercise or defence of legal claims

Transfers of personal information

When your personal data is processed through wix.com, all of it is held within the EU.

Your information is processed by the wix.com . During this process your data is encrypted in transit and at rest.

Consequences of not providing your personal information to Helen Silver Make-up

In the event that you want to purchase a product or service from Helen Silver Make-up, certain

personal information is required to enter into a contract with you. Helen Silver Make-up will not be

able to enter into a contract with you to fulfil an attempt to purchase a product or service if you

do not provide your personal information.

As noted in this privacy statement, we are processing your personal data to comply with legal

and statutory obligations and in the performance of a contract. You can always choose not to

provide personal information; however, we will be unable to provide certain products, services

and treatments in these instances.

Complaints

In the occurrence that you want to make a complaint about how your personal data was

gathered, how it is being processed by Helen Silver Make-up or you are not satisfied about how a complaint has been handled, you retain the

right to lodge a complaint directly with the supervisory authority and Helen Silver Make-up

Data Protection Commissioner, Information Commissioner's Office, Wycliffe House, Water

Lane, Wilmslow, Cheshire, SK9 5AF

+44 (0) 303 123 1113

Helen Silver - Data Protection Officer/GDPR Owner

+44 (0) 7717884009