

## **18FOURTEEN PRIVACY POLICY**

Your Privacy is important to us. This Privacy statement explains what personal data we collect from you and how we use it.

### **WHO WE ARE**

18Fourteen are a men's grooming salon providing Hair & Beard, Face and Body treatments.

### **WHAT WE COLLECT**

At 18Fourteen we collect personal data to aid operational efficiency and to provide you with the best experience. The data is provided to us by you on creation of a new account with us either online or in store (in person or over the phone).

The personal information we collect includes your name, phone number and email address. In store we collect further information via consultation forms, which may include details on medical conditions you might have.

### **HOW YOUR INFORMATION IS USED**

We use your information to:

- Send you confirmation via email/text when you book an appointment with us
- Send you a reminder up to 48 hours prior to your appointment
- Send you purchase receipts when requested
- Send you periodic newsletters detailing our news and promotions
- With details provided in consultation forms - we use this information to ensure our treatments are suitable for you.

We review our retention periods for personal information on a regular basis.

### **WHO HAS ACCESS TO YOUR INFORMATION**

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

Third Party Service providers we work with: MindBody. Mindbody facilitate our booking service and client account information.

## **YOUR CHOICES**

You have a choice about whether or not you wish to receive information from us. You can amend these preferences by notifying us in store or if you have an online account, by amending your preferences under your account.

The following communications from us are considered core to our operational activity and therefore can not be opted out of:

- Appointment confirmation
- Appointment reminder
- Purchase receipt
- Forgot Login Information

## **CHANGES TO OUR PRIVACY POLICY**

This policy will be reviewed on a regular basis and will be publicised on this page. We may notify you by email.

## **CONTACT US**

If you have any further queries, comments and/or requests please send us an email at [meera@18fourteen.co.uk](mailto:meera@18fourteen.co.uk).