

PRIVACY POLICY LIFESTYLE SALON THE HAGUE

Version 3-09-2018

This privacy policy applies to Fred Nieuwenhuijzen Hair VOF .o.d.n. Lifestyle Salon The Hague, located at the Denneweg 56, 2514CH in The Hague.

We think your privacy is important. This privacy policy provides information about the data we process for the users and customers of Lifestyle Salon The Hague, website, webshop and other services. We believe it is important to ensure that our services are transparent and reliable. We are constantly looking for ways to improve our services and tailor them as much as possible to your personal wishes and needs. Lifetime sensitive data is processed via the [Lifestylesalonthehague.nl](https://lifestylesalonthehague.nl) website of Lifestyle Salon The Hague and in our salon. This information is called personal data. We consider careful handling of personal data of great importance. Personal data are therefore carefully processed and secured by us. Our employees and third parties engaged by us are obliged to respect the confidentiality of your data.

This privacy policy may change from time to time if new developments give reason to do so. Any changes and / or changes to the website may also result in changes to this privacy policy.

You can always find the most current privacy policy at <https://lifestylesalonthehague.nl/privacy-policy> and in the footer at the bottom of our website. Lifestyle Salon The Hague advises you to consult this privacy policy regularly, so that you are aware of these changes. The privacy policy always indicates the latest date of change.

THIS PRIVACY POLICY WAS LAST AMENDED ON 3 SEPTEMBER 2018.

In our processing of personal data, we comply with the requirements of the privacy law. That means, among other things, that we:
clearly state for what purposes we process personal data. We do this through this privacy policy;
try to limit our collection of personal data to only the personal data that is necessary for the stated purposes;
ask you first for explicit permission to process your personal data in cases where your permission is required;
take appropriate security measures to protect your personal data and also requirements of parties that process personal data on behalf of us;
respect your right to provide your personal information for inspection, correct or delete.

In this privacy policy we explain which personal data we collect and use and for what purpose. We advise you to read this statement carefully.

USE OF PERSONAL DATA

When using our website, you leave certain information with us. That may be personal data. Personal data are collected by us in different ways. For example, you can make an appointment via our website, leave a message to us or order products, whereby we ask you to provide us with some personal data to process the request or the order.

When viewing our website on various devices such as a smartphone, a tablet, or a computer, etc., personal data and data about the use of the website are collected.

When you visit Lifestyle Salon The Hague we can ask you to leave data that we register as a customer profile in our customer registration

system. We use this customer profile to keep a treatment history of you, so that we can better serve you in future treatments.

When you leave your personal data in a Lifestyle Salon The Hague hairdresser, you give - depending on the information we receive from you - verbal permission to use this information for the sending of our (personalized) digital newsletter, offers by e-mail and / or by mail, advertisements via third-party websites and social media channels, market and customer satisfaction surveys to improve our services.

It is not mandatory to leave personal data when you use the services of Lifestyle Salon The Hague. Every customer always has the opportunity to visit our hairdressers anonymously, without leaving any details. You can also choose to leave personal data, but not receive a (digital) post from Lifestyle Salon The Hague.

When making an appointment, some personal details are always required to process the appointment and to confirm or change it.

When you use our online services, the data you leave via the website will be matched or added to any existing client profile and customer history in our customer registration system.

It is also possible that you approach us with questions and / or complaints by mail, e-mail, social media or by telephone. We will contact you in that case to handle the question or complaint. Finally, it is possible that we collect information from you through competitions, and other actions you have taken part in, or if you have participated in a market or customer survey.

In addition, data can also be collected via our website and social media channels (such as Facebook, Instagram and Pinterest), for example when you contact us to ask questions or when you respond to a post of Lifestyle Salon The Hague. We use this information to respond to your message or to show you targeted messages or offers from Lifestyle Salon The Hague on websites of third parties or social media.

When you use our website or the services in our salon, we can process the following data of you (partly dependent on the data you fill in yourself by, for example, placing an order, booking an appointment through our website, part take part in competitions or promotions and take part in customer research or data that you yourself leave at Lifestyle Salon The Hague):

- Name and First Name (s);
- Sex;
- (billing address;
- Date of birth;
- Phone number;
- E-mail address;
- Treatment history;
- Technical details of the equipment you use (for example from your smartphone / laptop / tablet or a kiosk from the store), such as IP address, MAC address and the software used;
- Your surfing behavior on the website, including mouse and click behavior and the duration and time of your visit on our website;
- Payment details;
- Purchase history;
- Login details of your account.

The above data is used for the following purposes:

- to offer you the possibility to order products via our website and to make use of all functionalities and services on the website;
- to process your order, to send it and to inform you about its progress;
- to process your online appointment, confirm it and if necessary change it and add it to your customer data and customer history in our customer registration system;
- to communicate with you by sending digital newsletters and / or mail;
- to offer you personalized advertisements and content on the website of Lifestyle Salon The Hague, third party websites and via social media based on your interests and your (online) purchase history;
- to send you personalized newsletters and offers based on your interests and your (online) purchase history (see also the heading profiling);
- to process your data for possible participation in competitions and other actions, so that we can reach you when you have won something;
- to answer your questions or to handle your complaints via social media, e-mail, by mail or by telephone;
- to improve (at an individual level) our website, hairdressing salons, assortment and our services both in-store and online. We do this on the basis of: your preferences, executed market and customer surveys and the use of our website by visitors;
- to register, process and respond to your application at Lifestyle Salon The Hague.

Lifestyle Salon The Hague collects and processes this personal information, provided by the visitor / customer at the conclusion of the agreement, permission or justified interest.

The provision of this personal information for the purpose of making an online purchase in the Lifestyle Salon The Hague web shop or making an appointment is mandatory and a necessary condition for entering into an agreement with Lifestyle Salon The Hague. If this information is not provided, Lifestyle Salon The Hague may not be able to fulfill the obligations we have under your agreement or we can not properly enable you to meet your own obligations.

STORER MINES

Your data will be kept for up to seven years after making a purchase or the last visit to one of our hair salons or the website, for purposes such as analysis purposes, commercial purposes such as suggestions for repeat purchases and the stated storage period of administration by the tax authorities.

VIDEO FOOTAGE

To ensure the safety of our customers, employees and property, we capture camera images at Lifestyle Salon The Hague. We keep a maximum storage period of 3 weeks, unless there is an incident.

PROVISION FOR THIRD PARTIES

Lifestyle Salon The Hague engages third parties in the execution of its services and other business activities in certain cases, if this is necessary for the implementation of the purposes set out in this Privacy Statement. Think for example of:

- Mail order company, for delivering your order;
- Hosting party of the website including the developer;

- Payment provider, for taking care of payments and refunds;
- Processor and hosting party of the customer registration, cash register and appointment system, for the processing of the personal data and treatment history in the customer profile, appointment data or online purchases;
- Printing and delivery partner, for the printing and delivery of personalized newsletters or offers by mail.

Insofar as third parties process your data when performing the relevant services and business activities, they do so in the capacity of processor for Lifestyle Salon The Hague and Lifestyle Salon The Hague has taken the required technical and organizational measures to ensure that your data is exclusively for The aforementioned purposes will be processed and, if necessary, a processor agreement will be concluded.

Lifestyle Salon The Hague also engages third parties such as Google to analyze the data about your website use and to personalize the website and communication, and to display relevant offers and advertisements on our website, third party websites and social media.

Employees only have access to your customer profile, personal data and treatment history at Lifestyle Salon The Hague, for example data about color treatment, cut coupe or product use. With this information we can approach you in a more personal way and provide a better service for new treatments. This customer registration system also contains our cash register, with which we can settle the treatment with you.

authorized employees in a management position and some employees of Lifestyle Salon The Hague also have access to the customer registration system and your customer information for administrative tasks, marketing purposes, maintenance of the system and analysis.

Furthermore, we will not provide the data you provide to other parties if you have not given permission for this, unless this is legally required or permitted. For example, it is possible that the police will request information from us in the context of fraud investigations. In that case, we are legally obliged to provide this information. Lifestyle Salon The Hague will take appropriate measures in such cases that are reasonably necessary to ensure that your data is protected as well as possible.

Lifestyle Salon The Hague does not, in principle, pass on Personal Data to countries outside the European Economic Area or international organizations, unless this is necessary for the execution of the (purchase) agreement. Should this happen for other reasons, Lifestyle Salon The Hague will determine whether there is an adequacy decision within the meaning of the applicable regulations, and if such a decision is not there will only be communication of Personal Data if appropriate or suitable guarantees. In situations of passing on Personal Data you can request a copy of these documents via info@lifestylesalonthehague.nl.

NEWSLETTER, OFFERS AND CUSTOMER RESEARCH

If you have given us permission in our salon or you have registered via the website, we can send our newsletter and offers by e-mail. Unsubscribe from the newsletter, offers and other automated e-mail from Lifestyle Salon The Hague can at any time by clicking on the unsubscribe link at the bottom of every newsletter, in the salon or by sending an e-mail to guestservice@aveda-lifestyle.nl. Please note that the processing in our system can take up to a week and that your data will be retained, but you will only be logged out for our automated e-mails.

If you want us to completely delete or anonymize your data, you can send us an e-mail via [guestservice @ aveda-lifestyle](mailto:guestservice@aveda-lifestyle). In this case we can ask you to identify yourself, for example by a few persons

ROFILING

We combine your personal data from different sources with each other, in order to offer you the best (online) shopping experience. We do this by linking various information about you, such as your account details, your purchase history, but also your surfing behavior on our website on various devices, such as your computer, smartphone or tablet. It is also possible that we supplement or optimize your data with data from public sources such as the Land Registry or sources where you have given permission for the use intended by Lifestyle Salon The Hague. We only do this when this is legally permitted.

By combining your data from different sources, we can display personalized offers and personalized content on our website or third-party websites that match your interests and purchase history. In this way we can make better and more targeted offers.

We use cookies when collecting and combining your data. Cookies make it possible, among other things, to display personalized offers from Lifestyle Salon The Hague on external websites, ie on websites that are not from Lifestyle Salon The Hague. We can use cookies to see which advertisements on external websites have been shown to you and whether you have viewed them or not. Want to know more about cookies? Then read our cookie statement [here](#). The cookie statement is part of this Privacy Policy.

COKE ACCEPTING

If you want to use all functionalities on our website, it is necessary that you accept our cookies. On your first visit you will see a window with which you can accept the cookies. By closing the window or by continuing on our website, you do not accept cookies from the website. By using the webshop or the online appointment book, you automatically and without active approval accept the functional cookies that are necessary for these parts of the website to work.

LOG OUT COOKIES

Do you want to delete our cookies or do you want cookies to stop at all on your computer? See [here](#) how to disable cookies in Internet Explorer, Firefox, Safari and Google Chrome.

SECURITY PERSONAL DATA

Lifestyle Salon The Hague attaches great importance to the security of personal data. We are also required by law to ensure the proper security of your personal data. For this reason, we have taken the following appropriate technical and organizational measures, including and where appropriate, to protect your personal data:

- Personal data are sent protected to our data partners;
- Handling a good password policy;
- Setting up authorizations;
- Personal data are stored on servers of Lifestyle Salon The Hague or are hosted under adequate security with suppliers with whom Lifestyle Salon The Hague has concluded a processing agreement;

- It is possible to guarantee the confidentiality, integrity, availability and resilience of the processing systems and services at all times;
- Establishing a procedure for testing, assessing and evaluating the effectiveness of the security measures at regular intervals;
- In the event of a physical or technical incident, it is possible to timely restore or, if necessary, block the availability of and access to the Personal Data;
- We inform our employees about how, according to the legislation, they have to handle personal data carefully and they sign a confidentiality agreement.

SSL

Lifestyle Salon The Hague uses certified SSL connections (the Secure Socket Layer - Protocol) for the website during the ordering process and all contact forms.

Access and change your data

If you have provided us with personal data, it is possible at all times to request, change, supplement, anonymize and / or unsubscribe your customer data as registered in our customer registration system for direct communication from Lifestyle Salon The Hague to you. via e-mail and mail. You do this by sending a request to:

Fred Nieuwenhuijzen Hair VOF, Denneweg 56, 2514CH in The Hague or guestservice@aveda-lifestyle.nl

In this case we can ask you to identify yourself, for example by sending a copy of your driving license, identity card or passport with your request or sharing some personal data so that we can verify it.

If you want to respond to this privacy policy, you can also use the above contact details.

CHANGES TO THIS PRIVACY POLICY

We may change this privacy policy from time to time. Changes will be published on our website. It is therefore advisable to consult this privacy policy regularly, so that you are aware of these changes.

If you have questions or complaints about our services or products, you can contact Lifestyle Salon The Hague.