

Privacy Policy for Lashology England Ltd

Effective Date: 18th February 2025

Lashology England ("we," "our," "us") respects your privacy and is committed to protecting your personal data. This Privacy Policy outlines how we collect, use, and protect your information when you visit our website, purchase our products, or interact with us.

1. Information We Collect

We may collect and process the following types of personal data:

- **Personal Identification Information:** Name, email address, phone number, billing address.
 - **Payment Information:** When you purchase a product or service, payment details are processed securely by third-party payment processors (e.g., Stripe, PayPal). We do not store your card details.
 - **Technical Data:** IP address, browser type, and device information when you visit our website.
 - **Marketing and Communication Data:** Preferences for receiving marketing and communication from us.
 - **User-Generated Content:** Comments, reviews, or messages submitted via our website or social media.
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2. How We Use Your Information

We process your personal data for the following purposes:

- **To provide our services:** Fulfilling product orders, processing payments, and managing accounts.
 - **To improve our services:** Analyzing website traffic, customer feedback, and improving user experience.
 - **To send marketing communications:** If you opt-in, we may send promotions, newsletters, and updates about our services. You can unsubscribe at any time.
 - **To comply with legal obligations:** Such as fraud prevention and compliance with UK and EU data protection laws.
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3. How We Share Your Information

We do not sell or trade your personal data. However, we may share your information with:

- **Service Providers:** Third-party vendors that assist with payment processing, email marketing, and website analytics.
 - **Legal and Regulatory Authorities:** If required by law to comply with legal obligations or protect our rights.
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4. Data Retention

We retain personal data only as long as necessary for the purposes set out in this Privacy Policy. This may include fulfilling legal obligations, resolving disputes, and enforcing agreements.

5. Your Rights Under GDPR

As a UK-based business, we comply with the General Data Protection Regulation (GDPR). You have the right to:

- **Access** the personal data we hold about you.
- **Correct** inaccurate or incomplete data.
- **Request deletion** of your data when it is no longer necessary.
- **Withdraw consent** for marketing communications.
- **Request data portability** to transfer your data to another provider.
- **Object to processing** in certain circumstances.

To exercise your rights, contact us at: hello@lashologyengland.co.uk

6. Data Security

We implement security measures to protect your personal data from unauthorized access, loss, or misuse. However, no internet-based service is entirely secure.

7. Cookies and Tracking Technologies

Our website uses cookies to enhance user experience. You can modify your cookie preferences in your browser settings. For more details, refer to our [Cookie Policy].

8. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for their privacy practices, so please review their privacy policies before sharing personal information.

9. Changes to This Privacy Policy

We may update this policy periodically. Any significant changes will be communicated via email or website notification.

10. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

Lashology England

Registered Company No: 14061049

hello@lashologyengland.co.uk

% StriveX Ltd, Beacon House, Ibstone Road, Buckinghamshire. HP14 3FE

This Privacy Policy is intended to comply with GDPR and UK Data Protection laws. If you are outside the UK/EU, additional regulations may apply based on your location.