

# **Cookie Policy for Lashology England Ltd t/a The Fully Booked Beauty Club**

**Effective Date:** 1<sup>st</sup> April 2025

Lashology England Ltd ("we," "our," "us") uses cookies and similar tracking technologies on our website to improve user experience, analyze website traffic, and personalize content. This Cookie Policy explains what cookies are, how we use them, and how you can manage your preferences.

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## **1. What Are Cookies?**

Cookies are small text files stored on your device (computer, tablet, or mobile) when you visit a website. They help websites remember user preferences, enhance functionality, and track browsing behavior.

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## **2. Types of Cookies We Use**

We use the following types of cookies:

### **Essential Cookies**

- These cookies are necessary for the website to function properly.
- They enable core functionalities such as security, authentication, and accessibility.
- Without these cookies, certain services on our website may not be available.

### **Performance & Analytics Cookies**

- These cookies help us understand how visitors interact with our website.
- We use them to analyze website traffic, identify popular pages, and improve website performance.
- We may use third-party analytics tools such as Google Analytics to collect data.

### **Functional Cookies**

- These cookies remember your preferences and settings.
- They enhance your experience by enabling personalized features (e.g., remembering login details, language preferences).

## **Advertising & Marketing Cookies**

- These cookies track browsing activity to provide relevant advertisements.
  - They help us measure the effectiveness of marketing campaigns.
  - Third-party services, such as social media platforms, may use these cookies to show personalized ads.
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## **3. How We Use Cookies (A summary)**

We use cookies to:

- Ensure website functionality and security
- Improve user experience and website performance
- Remember information about you so that you don't have to input it over and over
- Understand visitor behavior and enhance marketing efforts
- Deliver personalised content
- Deliver marketing and advertisements which we think you may be interested in
- Help us to provide a better service

## **Our Cookies Notice (In full)**

Our Site enables script (e.g. cookies) that is able to read, store and write information on your browser and in your device. Cookies do not typically include identifying personal information but cookies may also be linked to personal identifiers which are stored about you, such as your IP address, session details and browsing activity.

We use cookies for a number of functions including to retain your user preferences, store information from elements of our Site such as shopping carts, and to provide anonymised tracking data to third party applications such as Google Analytics. These cookies are likely to be analytical/performance cookies or targeting cookies. We also use the information to deliver content, maintain security, enable user choice and to improve our Site. You can reject all non-essential processing by choosing to accept only necessary cookies.

In general, cookies should make your browsing experience better. You may prefer to disable cookies which you can do by disabling cookies in your browser. We suggest following the steps via the 'Help' tool of your browser. Please note that if you change your browser settings to block all cookies (including essential cookies) you may not be able to access some or all of our Site.

Except for essential cookies, all cookies expire within a reasonable period of time.

Types of cookies which may be used:

- Session cookies - These cookies only last as long as your online session and they disappear once you close your browser.
- Persistent cookies - These cookies stay on your device after your browser has been

closed and remain for a specific period of time. These types of cookies help us to remember your preferences for next time and they may also track your activity. For example, if you join our website via an affiliate link, cookies will track your activity if you return at a later date and make a purchase.

- **Strictly necessary cookies** - These cookies let you into our website. Without them we can't deliver our website to you. There is certain information that our website has to collect in order to perform. An example would be the use of your login information, without it you cannot gain entry to password protected content.
- **Functional cookies** - These cookies help us to personalise your experience on our Site by remembering your preferences and settings. An example of this may be that our Site may remember if you've visited before so that you don't get a pop-up if you're not a new visitor.
- **Performance cookies** - These cookies help us to ensure that our website is working properly and allows us to fix any errors.
- **Advertising cookies** – We may use advertising cookies to track your activity and then send you targeted advertising.

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## 4. Managing Your Cookie Preferences

You have the right to control and manage your cookie settings. You can:

- **Accept or Decline Cookies:** Adjust your browser settings to accept or reject cookies.
- **Delete Cookies:** Clear cookies from your browser at any time.
- **Opt-Out of Third-Party Cookies:** Use browser extensions or tools to block tracking cookies.

Most browsers allow users to manage cookies through settings. Below are links to manage cookies on popular browsers:

- Google Chrome
- [Mozilla Firefox](#)
- [Safari](#)
- [Microsoft Edge](#)

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## 5. Third-Party Cookies

We may use third-party services that place cookies on your device. These include analytics providers (e.g., Google Analytics) and social media platforms. We encourage you to review their cookie policies for further details.

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## 6. Updates to This Cookie Policy

We may update this policy periodically to reflect changes in cookie usage and legal requirements. Any updates will be posted on this page with a revised effective date.

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## 7. Contact Us

If you have any questions about this Cookie Policy, please contact us at:

### **Lashology England Ltd**

Registered Company No: 14061049

[hello@thefullybookedbeautyclub.co.uk](mailto:hello@thefullybookedbeautyclub.co.uk)

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This Cookie Policy complies with GDPR and UK data protection laws. By continuing to use our website, you consent to our use of cookies as outlined in this policy.