

## Privacy Policy

We take privacy seriously and at any time, you may request a copy of information we have recorded about you. You may also request we remove all identifiable information with respect to yourself.

For transparency, listed are the business services we provide and how each service uses the information we collect.

### Hair and beauty related services

We request the minimum level of personally identifying information to run our business effectively. This is data you provide us directly, for example, your name and contact details. We store notes with respect to services we undertake to ensure we maintain and exceed our level of service. For example, your preferred hair style, if you require extra time for your appointment, which station you prefer, who your favourite stylists are.

We consider you have provided consent for us to store personally identifying information and information about your services based on your receiving services from us.

Depending on the particular service/s we are providing we may be required to ask questions related to your medical history. We will obtain your consent prior to storing information related to your medical history. Examples of medical data may be allergies, pregnancy or an injury that may impact our service.

### Appointment confirmations and reminders

We will contact you via phone, email or SMS to confirm appointments made and remind you of upcoming appointments. We consider your having made the appointment as consent to undertake this activity but, if you want, you may opt out at any time.

### Appointment ratings and reviews

After visiting us we may send you an email or SMS asking you to rate our services and provide feedback. We consider your having received services as consent to undertake this activity but, if you want, you may opt out at any time.

### Loyalty

We consider becoming a member of our loyalty program as consent to send you emails related to the loyalty program but, if you want, you may opt out at any time.

### Marketing

We will not undertake phone, mail, email or SMS marketing without you first providing consent for us to do so. Our marketing campaigns are automated and use rules based on services and products purchased and information we collect from you. For example, we may send marketing campaigns related to your birthday, the fact we miss you (you have not visited for 3 months) and other special days like Valentine's day and Christmas. You may opt out of receiving marketing material at any time.

### Data processors and data locations

We use numerous leading software solutions within our business to provide the services listed above. These software solutions act as data processors and store and process data in

numerous locations outside our business premise. For a list of data processors and data storage locations please visit: <https://www.treatwell.be/en/info/privacy-policy/>

Contact and complaints You may contact us to:

- Discuss our privacy policy.
- Request information we have stored about you.
- Request we remove all identifying information about you. - Make a complaint.