

Privacy Policy

This privacy policy aims to give you information on how **KK ICON** collects and processes your personal data when you provide your personal information over the phone or in person to us so we can provide you our services, when you subscribe to our newsletters and through your use of this website, including any data you may provide through this website when you purchase our products or services.

KK ICON is the controller and responsible for your personal data (collectively referred to as "we", "us" or "our" in this privacy policy).

Our Data Protection Officer (DPO) is:

Full name: Mrs Kristina Kosareva

Email address: info@kkiconbeauty.co.uk

Postal address: Jubilee House, Church St, Morley, Leeds LS27 9JQ

If you have any questions about this privacy policy or our privacy practices, please contact our DPO.

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use and store the following personal data about you:

Identity Data includes first name, last name, title, date of birth and gender.

Contact Data includes home address, email address and telephone numbers.

Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.

Marketing and Communications Data includes your preferences in receiving marketing from us and your communication preferences.

Where we need to collect personal data by law, or under the terms of a contract we have with you, and if you fail to provide that personal data when requested, we may not be able to provide services to you. In this case, we may have to cancel a service you have with us but we will notify you if this is the case at the time.

How is your personal data collected?

You may give us your identity, contact and financial data by filling in form, treatment consent forms, purchasing our services or products, or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you: apply for our services; may

subscribe to our service or publications; request marketing to be sent to you; or give us feedback or contact us.

As you interact with our website, we will automatically collect technical data about your equipment, browsing actions and patterns.

How we use your personal data?

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- where we need to perform the contract we are about to enter into or have entered into with you;
- where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests;
- where we need to comply with a legal obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver you products or services including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)

<p>To manage our relationship with you which will include:</p> <p>a) Notifying you about changes to our terms or privacy policy</p> <p>b) Asking you to leave a review or take a survey</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Marketing and Communications</p>	<p>(a) Performance of a contract with you</p> <p>(b) Necessary to comply with a legal obligation</p> <p>(c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)</p>
<p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Technical</p>	<p>(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)</p> <p>(b) Necessary to comply with a legal obligation</p>
<p>To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Usage</p> <p>(e) Marketing and Communications</p> <p>(f) Technical</p>	<p>Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)</p>
<p>To use data analytics to improve our website, products/services, marketing, customer relationships and experiences</p>	<p>(a) Technical</p> <p>(b) Usage</p>	<p>Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)</p>
<p>To make suggestions and recommendations to you about goods or services that may be of interest to you</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Technical</p> <p>(d) Usage</p> <p>(e) Profile</p> <p>(f) Marketing and Communications</p>	<p>Necessary for our legitimate interests (to develop our products/services and grow our business)</p>

Treatment consent form

Aftercare

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

You will receive marketing communications from us if you have requested information from us or purchased goods or services from us and you have not opted out of receiving that marketing.

Opting out

You can ask us to stop sending you marketing messages at any time by contacting us at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, product/service experience or other transactions.

Disclosures of your personal data

We may not share your personal data with the third parties.

Data security

We have put in place appropriate security measures to prevent your personal data from being used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

Data retention

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in

the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

YOUR LEGAL RIGHTS

This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- If you want us to establish the data's accuracy.
- Where our use of the data is unlawful but you do not want us to erase it.

- Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
- You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

This will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no

right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

We keep our privacy policy under regular review.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK regulator for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

1. We may collect and process the following personal information about you, as a result of Information you provide.

- Medical Records – This Information is important and forms part of your treatment plan when you enrol for a treatment. Such data is provided by you in your consent forms and generally includes name, address, DOB, e-mail, phone number and medical history. We may also record and receive information from other healthcare professionals and from our own staff with regards your health which may include details of your treatment and care. Unfortunately this is integral to your treatment plan and failing to provide us with this information will result in us being unable to provide treatment.
- Treatment Enquiries – We may record your details in order to call you about enquiries you have made about treatments, in addition to arranging appointments. This includes information such as your name, e-mail address or phone number that you have provided to us through our website, by email, or by phone. Failing to provide us with this information for marketing purposes will have no impact upon the provision of your treatment.
- On our website we have a contact form, for you to be able to contact us you will have to provide your name, telephone, email and reason for enquiry. We have included a check box for you to confirm you are willing to be contacted and have read our privacy policy.

2. **How is your information utilised?**

3. When providing personal information to us, we will only use that information as part of your treatment plan and where possible we will always make clear the reason for providing that information. This information could be used for anyone or all of the following reasons:

- To provide you with the information, treatments, products and services that you request from us.
- To provide an appropriate treatment plan to treat any of your skin concerns that you discuss with us.
- To monitor and keep records of our communication with you and our staff.
- Internally, to inform decisions about our business operations or strategy
- To notify you about changes to our business
- To remind you of any appointments booked with us – which could be by email, phone or text message.
- To contact you for post-treatment follow up and care, including survey requests in order to improve our service
- To contact you from time to time to market other services, treatments and products we provide and think may be of interest to you, based on your interests and preferences where you have made them known to us. Rest assured we will never knowingly share your information with another company for marketing purposes

Information collected via Website Browsing

Some cookies collect information about browsing behaviour when you access this website via the same computer or device. This includes information about pages viewed, products purchased and your journey around a website. KK ICON can use cookies to monitor your browsing and purchasing behaviour.

What are cookies?

Like most websites KK ICON website uses cookies to collect information. Cookies are small data files which are placed on your computer or other devices (such as smart 'phones or 'tablets') as you browse this website. They are used to 'remember' when your computer or device accesses our websites. Cookies are essential for the effective operation of our websites and to help you shop with us online. They are also used to tailor the products and services offered and advertised to you, both on our websites and elsewhere.

How are cookies managed?

The cookies stored on your computer or other device when you access our websites are designed by third parties who broadcast web banner advertisements on behalf KK ICON

What are cookies used for?

The main purposes for which cookies are used are: –

1. For technical purposes essential to effective operation of our website.
2. For KK ICON to market to you, particularly web banner advertisements.

To enable KK ICON to collect information about your browsing patterns, including to monitor the success of campaigns, competitions etc.

How do I disable cookies?

If you want to disable cookies you need to change your website browser settings to reject cookies. How you can do this will depend on the browser you use.

What happens if I disable cookies?

This depends on which cookies you disable, but in general, the website may not operate properly if cookies are switched off. If you only disable third party cookies, you will not be prevented from making purchases on our sites. If you disable all cookies, you will be unable to complete a purchase on our sites.

Google Analytics

When someone visits kkicon.co.uk we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make and do not allow Google to make, any attempt to find out the identities of those visiting our website.

Facebook

When you visit kkicon.co.uk we use a third-party service, Facebook, to collect standard internet log information and details of your visit. We will feed this data back into Facebook to help target our marketing towards generating new customers who may be interested in our services. This information will not be used to market anything towards current or past clients of KK ICON. We do not allow Facebook to make any attempt to find out the identities of those visiting our website nor to contact them for any reason.

Mailing Lists

As part of the registration process for our email marketing, we collect personal information. We use that information for a couple of reasons: to tell you about stuff you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses.

We use a third-party provider, Wix Email Marketing tool, to deliver our newsletter. You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing us at contact_info@kkiconbeauty.co.uk