

Privacy Policy

Protecting Your Privacy

At Shee Beauty Ltd, we are 100% committed to protecting the privacy and security of our customers and site visitors. Our team members are customers themselves – so we totally appreciate and respect how important privacy is.

The purpose of this policy is to outline how Shee Beauty Ltd has established measures to protect your privacy and information rights.

Your rights

We recognise that you have rights as a 'data subject', and that we have an obligation to uphold these.

This privacy notice aims to outline how we maintain these rights. In particular, it outlines:

- How we collect and process your information
- Why we do this
- How you can exercise your rights;
- Who to contact in the event you're unhappy with our performance.

Depending on why we have collected your information, your information rights could include:

| Right | Explanation |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Right to be informed | This encompasses the obligation for us to be transparent in how we collect and use your personal data. |
| Right of access | You have the right to access your personal data and supplementary information. |
| Right to rectification | If the information we hold on you is inaccurate or incomplete, you can request we correct this. |
| Right to erasure | You can request we delete or remove personal data where there is no compelling reason us to continue processing. |
| Right to restrict processing | You have the right to request we cease processing your data, if: <ul style="list-style-type: none">• You consider it inaccurate or incomplete;• Where you object to processing and we are considering whether we still have a legitimate interest to process it.• Where we don't need the data for the original reason we collected it, but may need it to support a legal claim |

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| Right to data portability | Where you have consented to our processing your data, or where the processing is necessary for us to deliver a contract, you can request a copy of that data be provided to a third party in electronic form. |
| Right to object | You have the right to object to our processing under certain circumstances. For example, you can object to: <ul style="list-style-type: none"> • direct marketing (including profiling); and • processing for purposes of scientific/historical research and statistics |
| Rights relating to automated decision making including profiling | Where we apply automated decision making, we must <ul style="list-style-type: none"> • give you information about the processing; • introduce simple ways for you to request human intervention or challenge a decision; • carry out regular checks to make sure that our systems are working as intended Information related to automated decision making is contained later in this notice. |

Information we collect

Please find below a summary of the information we collect and how we use this to deliver services to you.

| | Information we collect | Why we collect it? |
|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| When you register for any of our services, you may provide us with: | <ul style="list-style-type: none"> • Your personal details, including your address, email address, phone number and date of birth. • Your account login details, such as your username and the password you chose. | To provide the products and services you may request - We need to process your personal data so that we can manage your account or bookings. |

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| <p>When you browse our websites, we may collect:</p> | <ul style="list-style-type: none"> • Travel preferences. • Information about your browsing behaviour on our websites and mobile apps. • Information about when you click on one of our adverts, including those shown on other organisations' websites. • Information about the way you access our digital services, including operating system, IP address, online identifiers and browser details. • Social preferences, interests and activities. | <p>To manage and improve our products, services and day-to-day operations - We use personal data to carry out market research and internal research and development, and to develop and improve our services, IT systems, security, know-how and the way we communicate with you.</p> |
| <p>When you contact us or we contact you or you take part in promotions, competitions, surveys or questionnaires about our services, we may collect:</p> | <ul style="list-style-type: none"> • Personal data you provide when you connect with us, including by email, post and phone or through social media, such as your name, username and contact details. • Details of emails and other digital communications we send to you that you open, including any links in them that you click on. • Your feedback and contributions to customer surveys and questionnaires. | <p>To manage and improve our services and day-to-day operations. This will also help us to better understand you as a customer, and to be able to provide you with services and marketing communications relevant to your interests.</p> |
| <p>Personal data you provide about other individuals:</p> | <ul style="list-style-type: none"> • We use personal data about other individuals provided by you, such as those people on your booking. • By providing other people's personal data, you must be sure that they agree to this and you are allowed to provide it. You should also ensure that, where appropriate, they understand how their personal data may be used by us. | <p>We may do checks to confirm your identity. That is to help protect you from identity theft and other types of fraud, and to prevent and detect crime or money laundering. We do not sell your personal data to third parties.</p> |

Marketing communications

From time to time we may send you relevant offers and news about our services in a number of ways, including by email. We may also send you information about our services that we believe may be of interest to you. We will only do this if you previously agreed to receive these marketing communications.

When you book or register with us we will ask if you would like to receive marketing communications. You can change your marketing preferences online, over the phone, using the 'unsubscribe' link in our marketing emails, or by writing to us (e.g. email) at any time. Of course, the choice is entirely yours, but if you say you do not want to receive marketing information from us this will prevent you from receiving great offers or promotions that may be of interest to you.

You may still receive service-related communications from us. For example, confirming bookings you make with us and providing important information about the use of our products or services.

Keeping your information

We'll hold on to your information for as long as you have your account, or as long as is needed to be able to provide the services to you, or (in the case of any contact you may have with our Customer Care team) for as long as is necessary to provide support-related reporting and trend analysis only.

If reasonably necessary or required to meet legal or regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions, we may also keep hold of some of your information as required, even after you have closed your account or it is no longer needed to provide the services to you.

Securing your information

We know how important it is to protect and manage your personal data. We take appropriate security measures to help protect your personal data from accidental loss and from unauthorised access, use, alteration and disclosure.

The security of your data also depends on you. For example, where we have given you or where you have chosen a password for access to certain services, you are responsible for keeping this password confidential.

The personal data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by organisations operating outside the EEA who work for us or for one of our suppliers. We put in place appropriate protections to make sure your personal data remains adequately protected and that it is treated in line with this Notice. These protections include, but are not limited to, appropriate contract clauses, such as [standard contract clauses approved by the European Commission](#) , and appropriate security measures.

Accessing and updating your personal data; and complaints

You have a right to ask for a copy of the personal data we hold about you, although you should be able to access online the personal data associated with your account or booking. You can write to us asking for a copy of other personal data we hold about you.

Please include any details to help us identify and locate your personal data. Where we can provide data access, we will do so free of charge except where further copies are requested in which case we may charge a reasonable fee based on administrative costs.

We want to make sure that the personal data we hold about you is accurate and up to date. If any of the details we hold are incorrect, please let us know.

You can also ask for your personal data to be rectified or erased, to object to the processing of your personal data and, where technically feasible, to ask for personal data you provided to be transmitted to another organisation.

We will update or erase your data, unless we have to keep it for legitimate business or legal purposes.

You can also contact us if you have a complaint about how we collect, store or use your personal data. We aim to resolve complaints but if you are dissatisfied with our response, you may complain to the Information Commissioner's Office.

About cookies and similar technologies

Cookies are small data files that allow a website to collect and store a range of data on your desktop computer, laptop or mobile device. Cookies help us to provide important features and functionality on our websites, and we use them to improve your customer experience.