



## **PRIVACY POLICY**

The purpose of this privacy policy is to inform users of our website how personal information collected from visitors to our website will be used and stored. The policy will also provide information about how the data collected is accessed.

This policy will also provide the rights of site users and the use of cookies used on this site.

This privacy policy should be read in conjunction with our website terms and conditions. Together these documents form the basis for use of our website.

### **Personal Information and Consent**

By using our website, you agree to consent to the conditions set out in this Privacy Policy and the collection of your personal data; which includes your name, telephone number and email address. This information is collected when a visitor completes the online contact form. We will not collect any additional personal information.

### **Use of Personal Data**

Personal data collected on our website will only be used for the purposes discussed in the section **Personal Information and Consent**. We will not use your personal data beyond the reasons disclosed in this privacy policy. The personal data when entered into the online contact form will be used for future communication between SERENITY FACE & BODY and the website user.

### **Sharing of your Personal Data**

Your personal data will only be shared with employees of SERENITY FACE & BODY, who reasonably need to access this data to achieve the purposes outlined on the website and contained within this privacy policy.

### **Other Disclosures**

SERENITY FACE & BODY will not sell or share your data with other third parties, except in the case where the law requires it. We are also obligated to provide your personal details if it is required for any legal proceedings or to prove or protect our legal rights.

Following hyperlinks from our website to another site, excludes us from obligations and responsibilities attached to the third-party site. We have no control over their privacy policies and practices.

### **Data Retention**

Your personal data will be stored until the purpose for which the data was collected has been achieved.

If your data is kept for longer, you will be notified regarding the period of retention.

### **Protecting your personal Data**

We will take all reasonable precautions to ensure that your personal data is secure and protected. There is always however, some risk of harm. We cannot guarantee the security of your personal data beyond what is reasonably practical.

### **Cookie Policy**

A cookie is a small file, stored on a visitor's hard drive by a website. Its purpose is to collect data relating to the visitor's browsing habits. You can choose to be notified each time a cookie is transmitted. You can also choose to disable cookies in your internet browser, but this may decrease the quality of your user experience. Our website has functional cookies which remember selection you make on our website, so that your selections are saved for the next time you visit us.

Analytical cookies allow us to improve the design and functionality of our website by collecting data on how our website is accessed. Examples of this type of data includes, how long visitors spend on each page or how long they stay on our website.

### **Google Ads**

Google, as a third-party vendor, uses cookies to serve ads. Google's use of the DART cookie enables it to serve ads to visitors based on their visit to sites they visit on the internet. Website visitors may opt out of the use of the DART cookie by visiting Google Ad and content network privacy policy.

### **Modifications**

Our privacy policy may be amended from time to time in order for it to be up to date with how we collect personal data and compliant with law. The effective date printed at the bottom of our privacy policy will provide an indication of when the privacy policy was last updated.

As a visitor to our website, we recommend that you periodically review our Privacy Policy.

**EFFECTIVE DATE – 10 July 2022**