

Data protection policy

Policy prepared by: Stephanie Noon

Policy became operational on: 17.02.2021

Next review date: 17.02.2022

Introduction

Styled by Steph needs to gather and use certain information about individuals. This policy describes how this personal data must be collected, handled and stored to meet the company's data protection standards - and to comply with the law.

Why this policy exists

This data protection policy ensures Styled by Steph:

- Complies with data protection law and follows good practice
- Protects the rights of staff, customers and partners
- Is open about how it stores and processes individuals' data
- Protects itself from the risks of a data breach

Data protection law

The Data Protection Act 1998 describes how organisations - including Styled by Steph - must collect, handle and store personal information. These rules apply regardless of whether data is stored electronically, on paper or on other materials. To comply with the law, personal information must be collected and used fairly, stored safely and not disclosed unlawfully. The Data Protection Act is underpinned by eight important principles. These say that personal data must:

1. Be processed fairly and lawfully
2. Be obtained only for specific, lawful purposes
3. Be adequate, relevant and not excessive
4. Be accurate and kept up to date
5. Not be held for any longer than necessary
6. Processed in accordance with the rights of data subjects
7. Be protected in appropriate ways
8. Not be transferred outside the European Economic Area (EEA), unless that country or territory also ensures an adequate level of protection

What data do we collect?

Styled by Steph collects the following data:

- Personal identification information (name, email address, phone number etc.)
- Photos/videos you give us permission to use on social media and for marketing purposes

How do we collect your data?

You directly provide Styled by Steph with most of the data we collect. We collect data and process data when you:

- Book an appointment for upcoming competition
- Enquire about 1-2-1, 1-2-2 lessons, small group workshops and large group workshops
- Enquire about any service
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email
- Call, email or message via social media (including tags, reposts, shares and comments)
- Purchase any of our services, online courses, products etc

How will we use your data?

- Complete your appointment booking
- Manage your appointment booking
- Email you with special offers on services and course we think you might like
- Manage your account
- Manage your upcoming bookings
- Manage and process your purchases

How do we store your data?

These rules describe how and where data should be safely stored. When data is stored on paper, it should be kept in a secure place where unauthorised people cannot see it.

These guidelines also apply to data that is usually stored electronically but has been printed out for some reason:

- When not required, the paper or files should be kept in a locked drawer or filing cabinet.
- Data printouts should be shredded and disposed of securely when no longer required.

When data is stored electronically, it must be protected from unauthorised access, accidental deletion and malicious hacking attempts:

- Data should be protected by strong passwords that are changed regularly and never shared between employees.

- If data is stored on removable media (like a CD or DVD), these should be kept locked away securely when not being used.
- Data should only be stored on designated drives and servers, and should only be uploaded to an approved cloud computing services.
- Data should be backed up frequently. Those backups should be tested regularly, in line with the company's standard backup procedures.
- Data should never be saved directly to laptops or other mobile devices like tablets or smart phones.
- All servers and computers containing data should be protected by approved security software and a firewall.

Marketing

Styled by Steph would like to send you information about products and services or ours that we think you might like

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop Styled by Steph from contacting you for marketing purposes

What are your data protection rights?

All individuals who are the subject of personal data held by Styled by Steph are entitled to:

- Ask what information the company holds about them and why.
- Ask how to gain access to it.
- Be informed how to keep it up to date.
- Be informed how the company is meeting its data protection obligations.

If an individual contacts Styled by Steph requesting this information, this is called a subject access request. Subject access requests from individuals should be made by email. If you make a request, we have one month to respond to you.

Data accuracy

The law requires Styled by Steph to take reasonable steps to ensure data is kept accurate and up to date. The more important it is that the personal data is accurate, the greater the effort Styled by Steph should put into ensuring its accuracy.

- Data will be held in as few places as necessary.
- Styled by Steph should take every opportunity to ensure data is updated. For instance, by confirming a customer's details when they call.

- Styled by Steph will make it easy for data subjects to update the information Styled by Steph holds about them. For instance, via the Styled by Steph website.
- Data should be updated as inaccuracies are discovered. For instance, if a customer can no longer be reached on their stored telephone number, it should be removed from the database.

Providing information

Styled by Steph aims to ensure that individuals are aware that their data is being processed, and that they understand:

- How the data is being used
- How to exercise their rights

How to contact us:

If you have any questions about Styled by Steph's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us:

Email: styledbysteph1@hotmail.com

Website: www.styledbysteph.co.uk