

# Anise Retreat Privacy Policy Ver 1805

In this privacy policy references to 'we' or 'us' refer to The Anise Retreat. Our Privacy Policy explains what information we collect about you and how we use it.

## **The information we collect and how:**

At Anise Retreat we take privacy seriously. The information we collect is taken purely so that we can provide the best possible service for our clients. 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. As a matter of course, we will delete your identifiable information if you have not undertaken business with us after 2 years.

We will never share, sell or disclose your information to any other party.

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

## **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 will never obtain information about you indirectly from sources outside our business. We store notes with respect to services we undertake to ensure we maintain and exceed our level of service. For example, your preferred treatments, your preferred beauty therapist and how you like your tea. 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 booked and remind you of upcoming appointments. We consider your having made the appointment as consent to undertake this activity and you will opt-in to this contact when registering for your appointment.

## **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 agreement and participation in the service as consent to undertake this activity and you will be invited to opt-in to this communication at point of registering your appointment.

## **Loyalty:**

We consider becoming a member of our loyalty program as consent to send you emails related to the loyalty program and you will be invited to opt-in to this at point of registering in our loyalty scheme.

## **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. Of course, you may opt out of receiving marketing material at any time by contacting us at [mymojo@aniseretreat.com](mailto:mymojo@aniseretreat.com), by calling or visiting us.