

# The Lash Studio Privacy Policy

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## Introduction

The Lash Studio respects your privacy and is committed to protecting your personal information in accordance with the Privacy Act 2020 (New Zealand).

This Privacy Policy explains how we collect, use, store, and disclose your personal information when you visit our website, make a booking, purchase products, contact us, or use our services.

By using our website or services, you agree to the terms of this Privacy Policy.

## Who We Are

This website is operated by The Lash Studio (NZBN 9429051456702).

Website: [www.thelashstudio.nz](http://www.thelashstudio.nz)

Email: [thelashstudio@xtra.co.nz](mailto:thelashstudio@xtra.co.nz)

## What Personal Information We Collect

We may collect personal information including:

- your name;
- email address;
- phone number;
- postal address;
- appointment and booking information;
- payment information (processed securely by third-party providers);
- IP address;
- browser/device information;
- social media interactions;
- photos or content you provide to us; and
- information relating to allergies, sensitivities, medical conditions, or treatment history where relevant to beauty services.

## How We Collect Information

We may collect your personal information when you:

- visit our website;
- make an online booking;
- complete consultation or consent forms;
- contact us by email, social media, phone, or message;

- purchase products or services;
- subscribe to emails or marketing communications; or
- interact with our social media pages or advertising.

We may also automatically collect certain information through cookies, website analytics tools, and third-party integrations.

## **Cookies and Website Analytics**

Our website may use cookies and similar technologies to improve your browsing experience and help us understand website traffic and usage.

Cookies may collect non-identifiable information such as:

- browser type;
- pages visited;
- time spent on the website; and
- general geographic location.

You can usually disable cookies through your browser settings, however some website functionality may be affected.

## **Why We Collect Your Information**

We collect personal information to:

- manage appointments and bookings;
- provide beauty services and products;
- communicate with you regarding appointments;
- send booking confirmations and reminders;
- provide customer support;
- process payments;
- improve our website and services;
- comply with legal obligations; and
- send marketing communications where permitted by law.

## **Marketing Communications**

By providing your contact details, you may receive occasional promotional emails, SMS messages, appointment reminders, special offers, or updates from The Lash Studio.

You can unsubscribe or opt out of marketing communications at any time by:

- clicking the unsubscribe link in emails; or
- contacting us directly.

We will not send spam or sell your information to third parties.

## **Sharing Your Information**

We may share your information with trusted third-party providers that assist us in operating our business, including:

- Wix;
- online booking systems;
- payment providers;
- email marketing providers;
- website analytics services; and
- IT or administrative support providers.

We only share information where reasonably necessary for business operations or where required by law.

## **Overseas Storage and Disclosure**

Some third-party providers used by The Lash Studio may store or process data outside New Zealand.

While we take reasonable steps to ensure your information is protected, overseas providers may be subject to different privacy laws than those in New Zealand.

By using our website or services, you acknowledge that your information may be processed or stored outside New Zealand.

## **Storage and Security**

We take reasonable steps to protect your personal information from misuse, loss, unauthorised access, disclosure, or alteration.

However, no online system or electronic transmission can be guaranteed completely secure.

## **Accessing and Correcting Your Information**

Under the Privacy Act 2020, you may request access to the personal information we hold about you and request corrections if you believe it is inaccurate.

Requests can be made using the contact details below.

## **Client Photos and Social Media**

From time to time, The Lash Studio may take photographs or videos of treatments for portfolio, educational, or marketing purposes.

We will seek your permission before sharing identifiable images publicly.

If you no longer wish for your images to be used, please contact us.

## **Third-Party Links**

Our website may contain links to external websites or social media platforms.

We are not responsible for the privacy practices or content of third-party websites.

## **Complaints**

If you believe we have breached your privacy rights, please contact us so we can attempt to resolve the issue.

If you are not satisfied with our response, you may contact the Office of the New Zealand Privacy Commissioner.

Website: [www.privacy.org.nz](http://www.privacy.org.nz)

## **Changes to This Policy**

We may update this Privacy Policy from time to time.

Any changes will take effect immediately once published on this website.

## **Contact Us**

The Lash Studio

[www.thelashstudio.nz](http://www.thelashstudio.nz)

[thelashstudio@xtra.co.nz](mailto:thelashstudio@xtra.co.nz)