



Cellulite Slayer Limited

Privacy Notice

Introduction

Cellulite Slayer Limited and its affiliates, subsidiaries and related entities (“Cellulite Slayer”, “we”, “our”) is committed to protecting the privacy and security of the personal data we collect about evaluation participants (“you/your”).

The purpose of this privacy notice is to explain what personal data we collect about you when you visit our website, when you are a prospective client and when you become a client. When we do this, we are the data controller.

Please read this privacy notice carefully as it provides important information about how we handle your personal information and your rights. If you have any questions about any aspect of this privacy notice you can contact us using the information provided below or by emailing us at info@celluliteslayer.com.

Personal data we collect

We shall be processing the data of several categories of data subject. Please read the section below that is relevant to you:

Client

- Your name
- Your email address
- Your phone number
- Date, time and location of appointment
- Demographic information, such as postcode, preferences and interests
- Other information relevant to client enquiries

Prospective Client

- Your name
- Your email address
- Other information relevant to prospective client enquiries

How we collect information about you

We may collect personal data in a variety of ways and at a variety of times including:

- From yourself when you email or phone us
- From yourself when you complete a form on our website or make a booking

- From yourself when you interact with us over our social media platforms
- From yourself when you speak with us during a consultation or inquiry

Purposes for which we use personal data and the legal basis

Purpose	Lawful Basis for Processing
To provide you with the service you have purchased including process payment(s) you have made, remind you of an appointment and notify you of any changes to a booking.	'Contractual Basis' - processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract.
To send you promotional emails or call you about products, services, offers and other things we think might be relevant to you when you are a prospective client.	'Consent' - You have given consent to the processing of your personal data for one or more specific purposes.
To contact you in response to a specific enquiry.	'Legitimate Interest' - processing is necessary for the purposes of the legitimate interests pursued by us (the controller) except where such interests are overridden by your (data subject's) interests or fundamental rights and freedoms.
To send you promotional emails or call you about products, services, offers and other things we think might be relevant to you when you are a client.	
To contact you via email, telephone or mail for market research reasons.	
To improve the products and services we provide.	
To track website statistics via Google Analytics	

5. Sharing your data

In order for our business to function we share your data with third-party suppliers who process your data outside the UK. Locations include the United States and the European Union. These suppliers include our booking platform, our email services provider and our email marketing communications supplier.

We only share data with suppliers in countries benefiting from a European Commission adequacy decision for cross-border data transfers (which is also recognised by the UK government) or on the basis of UK International Data Transfer Agreements or EU recognised Standard Contractual Clauses approved by the European Commission (which is recognised by the UK when a transfer addendum is added), both of which contractually oblige the recipient to process and protect your personal data to the standard expected within the UK.

There may be scenarios where we are subject to a legal obligation to disclose or share your personal data, such as with law enforcement agencies, regulatory bodies or public authorities in order to prevent or detect crime. We will only ever disclose your personal data to these third parties to the extent we are required to do so by law.

We may also share your personal data if we choose to sell, transfer, or merge parts of our business or our assets in the future. Or we may seek to acquire other businesses or merge with them. During any such process, we may share your data with other parties. We will only do this if they agree to keep your data safe and private.

How long we keep your data

Data shall be reduced, redacted, de-identified and deleted at appropriate times so we remain the minimum amount of data possible. Where you are a client, we shall keep a copy of personal data for a minimum of 2 years from the point you are no longer a client (when you have not purchased any services from us) or should you tell us you no longer wish to be known to us.

Where you are a prospective client we review your interactivity with our marketing activities every 12 months and where it is obvious there has not been any indication of interaction we shall delete your personal data shortly thereafter.

Cookies

We may use cookies to:

1. Analyse our web traffic using an analytics package. Aggregated usage data helps us improve the website structure, design, content and functions.
2. Identify whether you are signed in to our website. A cookie allows us to check whether you are signed in to the site.
3. Test content on our website. For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
4. Store information about your preferences. The website can then present you with information you will find more relevant and interesting.
5. To recognise when you return to our website. We may show your relevant content, or provide functionality you used previously.

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

CONTROLLING COOKIES

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies. However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you. Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it. To learn more about cookies and how they are used, visit [All About Cookies](#).

How we protect your data

We implement appropriate technical and organisational measures to protect data that we process from unauthorised disclosure, use, alteration or destruction.

We will always keep these under review to make sure that the measures we have implemented remain appropriate.

Any personal data is not subject to any automated decision-making.

Your rights and options

You have the following rights in respect of your personal data:

- You have the right of access to your personal data and can request copies of it and information about our processing of it.
- If the personal data we hold about you is incorrect or incomplete, you can ask us to rectify or add to it.
- Where we are using your personal data with your consent, you can withdraw your consent at any time.
- Where we are using your personal information because it is in our legitimate interests to do so, you can object to us using it this way.
- Where we are using your personal data for direct marketing, including profiling for direct marketing purposes, you can object to us doing so.
- You can ask us to restrict the use of your personal data if:
 - It is not accurate,
 - It has been used unlawfully but you do not want us to delete it,
 - We do not need it any-more, but you want us to keep it for use in legal claims, or
 - if you have already asked us to stop using your data but you are waiting to receive confirmation from us as to whether we can comply with your request.
- In some circumstances you can compel us to erase your personal data and request a machine-readable copy of your personal data to transfer to another service provider.
- You have the right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

If you wish to exercise your rights, please contact us at info@celluliteslayer.com.

How to Complain

You can also lodge a complaint with the Information Commissioner's Office. They can be contacted using the information provided at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113
ICO website: <https://ico.org.uk/concerns/>.

Contact us

If you have any questions, or wish to exercise any of your rights, then you can contact:

Address: Cellulite Slayer Ltd. 384 King's Rd, London, SW3 5UZ
E-mail: info@celluliteslayer.com

Changes to this privacy notice

We may update this notice (and any supplemental privacy notice), from time to time as shown below. We will notify you of the changes where required by applicable law to do so.

Last modified 07 November 2021.