

Privacy Policy

Effective Date: 19 May 2026

This Privacy Policy describes how Elegant Image Beauty Salon ("we", "us", or "our") collects, holds, uses, and discloses your personal information. We operate in accordance with the *Privacy Act 1988* (Cth) (Privacy Act) and the Australian Privacy Principles (APPs).

Important Compliance Note: Because our salon collects health and sensitive information (such as skin conditions, allergies, and medical histories) to provide safe treatments, we operate as a "health service provider" under the Privacy Act. Consequently, the small business exemption does not apply, and we comply fully with the strict standards set out by the Australian Privacy Principles.

1. The Types of Information We Collect

To provide our beauty services, manage online bookings, and ensure client safety, we collect both personal and sensitive (health) information. The information we collect includes:

Personal Information:

- **Identity & Contact Details:** Your full name, date of birth, gender, email address, telephone number, and residential address.
- **Financial Information:** Credit card details, billing address, and transaction histories collected securely via integrated payment processing gateways.
- **Digital & Usage Data:** Your IP address, browser type, device information, pages visited on our website, and cookies that help optimise your digital experience.

Sensitive Information (Health Information):

We only collect sensitive information with your explicit, informed consent. This includes:

- Medical history, skin conditions, and details of dermatological treatments.
- Known allergies, medication use, pregnancies, or physical conditions that may impact the safety or efficacy of certain treatments (e.g., skin therapies, chemical peels, tints, or body treatments).
- Before-and-after photographs to document treatment progress (collected only with your explicit signed consent).

2. How We Collect Your Personal Information

We collect personal information directly from you through various touchpoints:

- **Website & Online Portals:** When you complete booking forms, purchase gift cards, sign up for newsletters, or submit an enquiry via our digital contact forms.

- **In-Salon Consultations:** When you complete physical or digital client intake forms, medical questionnaires, or treatment consent forms prior to a service.
- **Direct Communications:** When you interact with our team via email, social media messaging platforms, or over the telephone.

Where personal information is collected from a third party (for example, if someone purchases a gift voucher for you), we will protect it in accordance with this Privacy Policy.

3. Purpose of Collection, Use, and Disclosure

We collect, hold, use, and disclose your personal information for purposes reasonably necessary to operate our salon business and provide a high standard of care. These purposes include:

- Verifying your identity and managing your online account or booking profile.
- Assessing your suitability for specific beauty treatments to ensure your physiological safety and minimise adverse reactions.
- Processing payments, issuing receipts, and managing cancellations or refunds.
- Sending automated administrative communications, including booking confirmations, SMS appointment reminders, and follow-up aftercare instructions.
- Complying with our legal and regulatory obligations, including professional indemnity insurance mandates, local health guidelines, and safety regulations.

4. Disclosure to Third Parties and Overseas Recipients

We do not sell, rent, or trade your personal information. We only disclose your information to trusted third-party service providers to execute business operations, including:

- **Salon Management Software:** Our integrated salon scheduling and point-of-sale management platform, Fresha, which handles our appointment scheduling, client booking files, and digital intake records.
- **Payment Processors:** Secure, PCI-compliant payment gateways integrated with or utilized by our salon management platform to process point-of-sale transactions and online deposits.
- **Marketing Automation Tools:** Software platforms used to securely distribute our newsletters and promotional communications, strictly subject to your communication preferences.
- **Professional Advisers:** Legal representatives, accountants, and professional indemnity insurers if reasonably required.

Some of our cloud-based software providers, including Fresha, may store or process data on secure infrastructure or servers located outside of Australia (such as in the United Kingdom, the United States, or the European Union). We take reasonable steps to ensure that these overseas recipients handle your data in a manner consistent with the APPs and modern data protection standards.

5. Direct Marketing and Your Communication Preferences

We comply fully with the *Spam Act 2003* (Cth). We may use your personal information to send you promotional material, special offers, and salon updates via email or SMS, provided you have granted explicit consent or have an established commercial relationship with us.

Opting Out: You can unsubscribe from direct marketing at any time. Every promotional email includes an "Unsubscribe" link, and SMS marketing contains a clear opt-out keyword (e.g., "STOP"). Alternatively, you can contact the salon directly to update your communication preferences. Opting out of marketing will not cancel essential administrative communications such as appointment reminders.

6. Security and Storage of Personal Information

We hold your personal information in both digital databases and, where applicable, secure physical filing systems. We employ rigorous technical and organisational measures to safeguard your information against loss, unauthorised access, modification, or disclosure:

- Digital files are secured via encrypted cloud platforms requiring multi-factor authentication (MFA).
- Physical treatment records are kept in locked filing cabinets accessible only by authorised staff members.
- Access to sensitive health information is restricted strictly to qualified treatment staff on a need-to-know basis.

We retain your information only for as long as necessary to provide services or satisfy statutory record-keeping regulations. When information is no longer required, it is securely destroyed or permanently de-identified.

7. Accessing and Correcting Your Personal Information

Under the APPs, you have the right to request access to the personal and sensitive information we hold about you. You can also request that we correct or update information that is inaccurate, incomplete, or out of date.

To request access or correction, please contact our Privacy Officer using the details provided below. We will respond to your request within a reasonable timeframe (typically 30 days). We do not charge a fee for submitting a request, but we reserve the right to charge a reasonable administrative fee for compiling and providing the data if the request requires substantial administrative effort. In rare circumstances allowed under the Privacy Act, we may deny access, in which case we will provide you with a written explanation detailing our rationale.

8. Complaints and Dispute Resolution

If you believe we have breached the Australian Privacy Principles or mishandled your personal information, you have the right to lodge a formal complaint. Your complaint must be submitted in writing to our Privacy Officer using the contact details below.

We take privacy complaints very seriously. We will investigate your concerns immediately and provide a formal written response within 30 days, outlining the steps taken to resolve the issue. If you remain dissatisfied with our internal resolution, you can escalate your complaint to the independent federal regulator:

Office of the Australian Information Commissioner (OAIC)

GPO Box 5288, Sydney NSW 2001

Telephone: 1300 363 992 | Website: www.oaic.gov.au

9. Contact Us

For any questions regarding this Privacy Policy, or to exercise your rights to access, correction, or complaint resolution, please contact our designated Privacy Officer:

The Privacy Officer

Business Name: Elegant Image Beauty Salon

Email: vic@elegantimage.com.au

Postal Address: Attn: Privacy Officer, Shop 14 Four Seasons House, 191 - 203 Anketell St, Greenway ACT 2900

Telephone: 02 6293 2992

10. Policy Updates

We review and update this Privacy Policy periodically to align with evolving salon operational structures, technological advances, and legislative amendments. Any updates will be published instantly on our website, with the "Effective Date" updated accordingly.