

## THE BEAUTY ACADEMY PRIVACY POLICY

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Last updated: June 22, 2023

The Beauty Academy is a Further Education and Training provider, focused on training within the Beauty and Skincare industry. We are committed to maintaining the highest standards of integrity and as such are committed to upholding the privacy of all who interact with us. This Privacy Policy describes how we aim to live these ideals.

We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

### Interpretation and Definitions

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#### Definitions

The following definitions shall have the same meaning regardless of whether they appear in singular or in plural. For the purposes of this Privacy Policy:

**Affiliate** means an entity that is a related party to the Company.

**Company** (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to Sherwood Beauty Academy Pty Ltd t/a The Beauty Academy.

**Cookies** are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.

**Country** refers to South Africa

**Device** means any device that can access the Service such as a computer, a cell phone or a digital tablet.

**Personal Data** is any information that relates to an identified or identifiable individual.

**Service** refers to the Website.

**Service Provider** means any person or entity who processes the data on behalf of the Company.

**Social Media Service** refers to any website or any social network website such as Google, Facebook, Instagram and TikTok.

**Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

**Website** refers to [www.thebeautyacademy.co.za](http://www.thebeautyacademy.co.za)

**You** means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

### Collecting and Using Your Personal Data

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#### Types of Data Collected

##### Personal Data

While using Our Service, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. Personally identifiable information may include, but is not limited to Email address, First name and last name, Phone number, Address and Usage Data.

##### Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your Device's Internet Protocol address, device type, browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit our Service or when You access the Service by or through a mobile device.

### Information from Social Media Services

If You decide to register through or otherwise grant us access to a third-party Social Media Service, We may collect Personal data that is already associated with Your Social Media Service's account, such as Your name, Your email address, Your activities or Your contact list associated with that account.

### Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyse Our Service. The technologies We use may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Service. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Service may use Cookies.
- **Pixel Tags.** Certain sections of our Service and our emails may contain small electronic files known as pixel tags or web beacons that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

### Use of Your Personal Data

The Company may use Personal Data for the following purposes:

**To provide and maintain our Service,** including to monitor the usage of our Service.

**To contact You:** To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication.

**To provide You** with news, special offers and general information about our goods, services and events which we offer unless You have opted not to receive such information.

**To manage Your requests:** To attend and manage Your requests to Us.

**For other purposes:** We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing and your experience.

We may share Your personal information in the following situations:

- **With Service Providers:** We may share Your personal information with Service Providers to monitor and analyse the use of our Service, to contact You.
- **With Affiliates:** We may share Your information with Our affiliates, in which case we will require those affiliates to honour this Privacy Policy.
- **With business partners:** We may share Your information with Our business partners to offer You certain products, services or promotions.

- **With other users:** when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside. If You interact with other users through a Social Media Service, Your contacts on the Social Media Service may see Your name, profile, pictures and description of Your activity. Similarly, other users will be able to view descriptions of Your activity, communicate with You and view Your profile.
- **With Your consent:** We may disclose Your personal information for any other purpose with Your consent.

### Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our legal agreements and policies. The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time.

### Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to and maintained on computers located outside of Your country where the data protection laws may differ. Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer. The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy.

### Delete Your Personal Data

You have the right to request that We assist in deleting the Personal Data that We have collected about You. You may contact Us to request access to, correct, or delete any personal information that You have provided to Us. Please note, however, that We may need to retain certain information when we have a legal obligation or lawful basis to do so.

### Disclosure of Your Personal Data

#### Business Transactions

If the Company is involved in a merger, acquisition or sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.

#### Law enforcement

Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities.

#### Other legal requirements

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the Company
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of Users of the Service or the public
- Protect against legal liability

## Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

## Children's Privacy

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Our Service does not address anyone under the age of 16. We do not knowingly collect personally identifiable information from anyone under the age of 16. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 16 without verification of parental consent, We take steps to remove that information from Our servers.

If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a parent, We may require Your parent's consent before We collect and use that information.

## Links to Other Websites

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Our Service may contain links to other websites that are not operated by Us. If You click on a third-party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

## Changes to this Privacy Policy

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We may update Our Privacy Policy from time to time. Any changes will be posted on this page. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

## Contact Us

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If you have any questions about this Privacy Policy, You can contact us:

By email: [info@thebeautyacademy.co.za](mailto:info@thebeautyacademy.co.za)

By phone: 031-2013300