PRIVACY POLICY

Ellie R Hairdressing | Last updated: 3 November 2026

1. Who I am

Ellie R Hairdressing is operated by Eleanor Richards as a sole trader. I am the data controller for the personal information I collect and use in connection with my hairdressing, hair and scalp assessment, website and related services.

This Privacy Policy explains how I collect, use, store and protect your personal information when you use my services, communicate with me or visit this website.

2. Information I collect

Depending on how you interact with Ellie R Hairdressing and the services you receive, I may collect your name and contact details; appointment and payment information; service history; hair and scalp notes; consultation and skin-test records; photographs or videos; marketing preferences; information submitted through this website or when contacting me; and other information you choose to provide.

When you use this website, certain technical information may also be collected automatically, such as information about your device, browser, IP address and how the website is used. This may be collected through cookies and similar technologies.

3. Health and other sensitive information

For hair and scalp assessments, consultations or where relevant to the safe provision of a service, I may ask for information about your health, medical history, medications, symptoms, allergies, test results or other factors relevant to your hair or scalp.

Health information is special category personal data under UK GDPR and receives additional protection. I will only collect and use this information where it is relevant and necessary and where an appropriate lawful basis and special category condition applies.

4. Why I use your information

I may use your personal information to manage appointments and payments; provide, personalise and safely carry out services; maintain accurate client and consultation records; communicate with you about appointments, enquiries or services; verify testing and safety requirements; respond to enquiries or complaints; operate and maintain this website; understand how the website is used, where appropriate; send marketing communications where permitted; and meet applicable legal, accounting, insurance and business obligations.

5. My lawful basis

The lawful basis I rely upon will depend on why your information is being used. This may include processing that is necessary to provide a service you have requested or to take steps before providing that service; compliance with a legal obligation; my legitimate business interests where these do not override your rights and interests; or your consent where consent is appropriate.

Where health or other special category information is required for a hair or scalp service, I will also rely on an appropriate condition under Article 9 of UK GDPR. Where explicit consent is required, it will be requested separately and recorded.

6. Hair and scalp photographs

Photographs may be taken where appropriate to document your hair or scalp, support an assessment, record progress, plan services or maintain an accurate client record.

Photographs taken for client records or assessment purposes are not automatically approved for promotional use.

7. Social media and promotional images

Identifiable photographs or videos will only be used for social media, my website, portfolio, education or promotional purposes where you have given separate consent.

You may decline without affecting your service and may withdraw consent for future use at any time by contacting me. Withdrawal of consent does not make previous lawful use unlawful, and I may not be able to remove material that has already been independently copied, shared or republished by others.

8. Marketing communications

Where permitted, I may use your contact details to send occasional information about Ellie R Hairdressing, including service updates, price changes, availability, news or promotions.

You can unsubscribe from marketing emails at any time using the unsubscribe option provided in the email or by contacting me.

Service communications relating to an appointment, booking, payment, consultation or other service you have requested are separate from marketing communications and may still be sent where necessary.

9. Website and cookies

This website is created and hosted using Wix.

Like most websites, it may use cookies and similar technologies that are necessary for the website to operate securely and correctly. Depending on the features enabled on the website, additional cookies may also be used for functions such as analytics, performance or marketing.

Where consent is required for non-essential cookies, you will be given the opportunity to accept, decline or manage your preferences through the cookie consent controls provided on the website.

The cookies and technologies used may change as the website develops or additional features are introduced. You can review or change your available cookie preferences using the website's cookie consent controls.

10. Sharing your information

I do not sell your personal information.

Information may be processed by trusted service providers used to operate Ellie R Hairdressing and this website, including providers of salon booking systems, website hosting, payment processing, accounting, communications, email, analytics or secure cloud storage. This includes Wix, which provides the platform used to create and host this website.

I may also disclose information where required by law or where you have specifically authorised disclosure. Service providers are only given information necessary for their role and are expected to handle it securely and in accordance with applicable data-protection requirements.

11. Storage and security

I take reasonable technical and organisational measures to protect personal information from loss, misuse, unauthorised access or disclosure.

Information may be held within secure salon software, website systems, business devices or cloud services. Some service providers may process or store information outside the UK. Where this occurs, appropriate data-protection safeguards will be relied upon where required.

12. How long I keep information

I keep personal information only for as long as reasonably necessary for the purpose for which it was collected.

The appropriate retention period will depend on the type of information and may take into account service continuity, safety, legal, tax, accounting, insurance and record-keeping requirements.

More sensitive hair, scalp and health information will be reviewed and deleted or anonymised when it is no longer required.

13. Your rights

Depending on the circumstances, you may have rights to access your personal information; ask for inaccurate information to be corrected; request deletion or restriction of your information; object to certain processing; receive certain information in a portable format; and withdraw consent where processing relies on consent.

These rights are not always absolute, and information may sometimes need to be retained or processed where there is another lawful reason to do so.

14. Contact and complaints

If you would like to ask how your information is used, exercise your data-protection rights, withdraw consent or raise a privacy concern, please contact:

Ellie R Hairdressing
Eleanor Richards
Email: enquiries@ellierhairdressing.com

I will respond in accordance with applicable data-protection law.

You also have the right to raise a concern with the Information Commissioner's Office (ICO), the UK's independent data-protection regulator.

15. Changes to this policy

This Privacy Policy may be updated as my services, website, systems or legal obligations change.

The current version will be available on this website and the date at the top of this policy will show when it was last updated.

Important: Where explicit consent is required - including for promotional image use or, where applicable, special category health information - consent will be obtained separately and will not be inferred simply from booking an appointment or using this website.