**Privacy Policy for AESTHETIC BBL**

**Effective Date:** 10/10/2023
**Last Updated:** 18/12/2024

At **AESTHETIC BBL**, we are committed to safeguarding your privacy and ensuring the security of your personal data. This Privacy Policy explains how we collect, use, disclose, and protect your information when you visit our website or use our services. We comply with applicable data protection laws, including the **UK General Data Protection Regulation (UK GDPR)**, the **Data Protection Act 2018**, and other relevant regulations.

**1. Information We Collect**

We collect information to provide better services, improve your user experience, and comply with legal obligations.

**1.1 Personal Information:**

We may collect the following personal information when you provide it to us:

* **Name**: For identification purposes.
* **Contact Information**: Such as your email address, phone number, or mailing address to communicate with you.
* **Payment Information**: If you make a purchase, we collect payment details (e.g., credit/debit card information) through secure third-party processors.
* **Demographic Information**: Data such as age, gender, and location for analysis and service customization.

**1.2 Usage Information:**

We automatically collect data about your interaction with our website:

* **Log Data**: IP address, browser type, device type, operating system, referring/exit pages, and other browsing activity details.
* **Cookies and Similar Technologies**: We use cookies to personalize content, analyze traffic, and improve user experience. You can control cookie preferences via your browser settings.

**2. How We Use Your Information**

We process your information for the following purposes:

**2.1 Providing and Improving Services:**

* **Personalization**: Enhance your experience based on preferences.
* **Customer Support**: Respond to inquiries and resolve issues.
* **Analytics**: Analyze usage data to improve website functionality.

**2.2 Marketing and Communication:**

* **Promotions**: Send marketing emails (with your explicit consent) about our services and offers.
* **Market Research**: Conduct research to better understand customer preferences.

**2.3 Legal and Compliance Obligations:**

* **Compliance**: Fulfill legal obligations, such as financial reporting or responding to regulatory requests.
* **Protection of Rights**: Safeguard our website, users, and intellectual property from misuse or harm.

**3. Data Sharing and Disclosure**

We respect your privacy and do not sell your personal data. However, in certain circumstances, we may share your data with trusted entities:

**3.1 Service Providers:**

We may share your data with third-party service providers for:

* Website hosting and maintenance.
* Payment processing (e.g., Stripe or PayPal).
* Analytics (e.g., Google Analytics).

These providers adhere to strict confidentiality agreements and use your data only to perform their duties.

**3.2 Legal Requirements:**

We may disclose your data to:

* Comply with applicable laws, legal processes, or regulatory authorities.
* Respond to lawful requests, subpoenas, or court orders.

**4. Your Data Protection Rights**

Under the **UK GDPR**, you have the following rights:

* **Access**: Request access to your personal data.
* **Correction**: Request corrections to inaccurate or incomplete information.
* **Deletion**: Request the deletion of your personal data (subject to legal retention requirements).
* **Restriction**: Request the restriction of processing your personal data.
* **Objection**: Object to data processing, including for direct marketing purposes.
* **Data Portability**: Receive your data in a commonly used format or transfer it to another provider.

To exercise your rights, contact us at **admin@aestheticbbl.com**. We may need to verify your identity before processing your request.

**5. Data Security**

We take reasonable measures to protect your personal information, including encryption, firewalls, and secure data storage systems. However, no system can guarantee 100% security. Please notify us immediately if you suspect a data breach.

**6. Retention of Data**

We retain your personal data only as long as necessary to fulfill the purposes outlined in this policy or as required by law. When no longer needed, your data will be securely deleted or anonymized.

**7. Children's Privacy**

Our website and services are not intended for individuals under 18 years of age. We do not knowingly collect data from children. If you believe a minor has provided us with personal information, please contact us at **admin@aestheticbbl.com**, and we will promptly delete the information.

**8. International Data Transfers**

If your data is transferred outside the UK or European Economic Area (EEA), we ensure that adequate safeguards (e.g., Standard Contractual Clauses) are in place to protect your information.

**9. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. Any updates will be posted on this page, with the "Last Updated" date indicated. We recommend reviewing this policy periodically.

**10. Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy, please contact us:

* **Email**: admin@aestheticbbl.com

**Additional Resources**

* **Information Commissioner’s Office (ICO)**: [www.ico.org.uk](https://www.ico.org.uk/)
* **UK GDPR Guidance**: [UK Government GDPR Guide](https://www.gov.uk/data-protection)
* **International Association of Privacy Professionals (IAPP)**: [www.iapp.org](https://www.iapp.org/)

By using our website or services, you acknowledge that you have read and understood this Privacy Policy. Your privacy matters to us, and we are committed to ensuring your information is protected.