

Earthy Nail Polish Privacy Policy

This privacy policy sets out how Earthy Nail Polish collects, uses and protects personal data from you or about you when you use this website or purchase any products or services from us. Earthy Nail Polish is committed to ensuring that your privacy is protected and you can be assured that any personal data will only be used in accordance with this privacy statement.

Earthy Nail Polish may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

Please read this privacy policy carefully as it will help you to understand the way that we use your data and our reasons for doing so.

Who Are We

We respect your right to privacy and have a legal duty to protect personal data that we collect under the Data Protection Act 1998 (and any law which replaces it, including the new UK Data Protection Bill)(the "DPA"), the General Data Protection Regulations (EU) 2016/679 effective from 25 May 2018 (the "GDPR") and the Privacy and Electronic Communications (EC Directive) Regulations 2003 (and any law or directive which replaces it) and other applicable privacy laws.

For the purposes of the DPA and the GDPR, the "data controller" of your personal data (in other words, the organisation that determines how your data is used) is Earthy Nail Polish. (company number 12368308) whose registered office is at Earthy Nail Polish 26 B69 1NY UK. ("we" or "us" in this privacy policy).

If you have any questions about how we collect, store and use personal data, or if you have any other privacy-related questions, please contact us by any of the following means:

E-mail us at info@cosmeticconsultingcompany.com

When contacting us, please remember to quote your name and contact details.

We may collect the following information:

- First name and last name
- Contact information including email address
- Your billing and delivery postal addresses
- Other information relevant to customer surveys and/or offers
- Information about the products and services you purchase from us
- Information relating to any transactions carried out between you and Earthy Nail Polish on or in relation to this website, including information relating to any purchases you make of our goods and/or services. We will use this information

to fulfil any order and to communicate with you when necessary. If you provide us with your debit or credit card details, we will record them so that you can save time and use them when you next order with us.

- Information that you provide to us for the purpose of registering with us and allowing us to send you email notifications and/or promotional information.
- Information that you provide to us for the purpose of signing up for our email newsletters or SMS alerts.

How we collect data:

We collect personal data in a variety of ways including directly from you when you: register to become a customer, place an order, sign up for our newsletter emails, enter prize draws/competitions or take part in a survey.

We may also collect personal data about you when you access and browse this website or any Earthy Nail Polish / third party microsites, including when you sign up to receive Earthy Nail Polish newsletters or become a member of any reward scheme.

We may also collect some or all of this personal data from third parties who have your consent to pass your details to us.

We use cookies to collect some of this information; for more information about what cookies are and how we use them, and our legal basis for doing so, please refer to the Cookies section below.

What do we do with the information we gather and what is our justification for doing so?

We use your personal data for a variety of purposes related to the products and services we provide. From a legal perspective there are various reasons for doing so and we have set out an explanation of this below:

When you make purchases from the website:

We use your personal data to provide you with the information, products and services that you request or purchase from us (i.e. to complete certain tasks, processes or orders on our website and take payment online (where applicable) and deliver your products or services), and to communicate with you regarding those products and services that you purchase from us and respond to your questions and comments.

We use your data in this way either because we have a contract with you (for example, if you purchased products from our website) or because it is in our legitimate interests to do so (for example, it is in our interests to measure customer satisfaction and 'troubleshoot' customer issues) but we will always ensure that your rights are protected.

When you become a customer and share your details:

We will use the personal data we collect to offer services, gifts and special promotions. This includes using your date of birth (where you have opted to provide it) so we know when to send you your birthday gift, storing your delivery address to make purchasing from us easier and using your email address to send our seasonal promotions and exclusive tips and tricks.

We use your data in this way either because we have a contract with you to provide you with these services as a customer or because it is in our legitimate interests to do so (for example, we want our customers to receive the very best promotions and special offers).

When you interact with us on Social Media

When you engage with us on social media such as Facebook, Twitter or Instagram we will use your personal data (such as your username) to respond to you. Where you have tagged us in a tweet our response to you will be visible on our twitter feed (on the twitter website and on our own website). It is in our legitimate interests to do this as we love to engage with our customers and want to offer the very best customer service.

For advertising and marketing purposes, including to measure how effective our marketing is:

Where you have given your consent to do so, we will send you our regular newsletter which informs you about any new services and special offers or promotions that may be of interest to you via email or by mobile phone. If you have registered to receive information from us, you can withdraw your consent by using the 'unsubscribe' links at the bottom of the promotional emails we send you or by responding to the text messages as indicated. Alternatively, contact customer service via email info@cosmeticconsultingcompany.com.

We may also periodically send other promotional emails about new products, special offers or other information which we think you may find interesting based on previous products or services you have purchased from us and the way that you use our website. If you no longer wish to receive these messages you can opt-out by using the 'unsubscribe' link at the bottom of the emails or messages we send you. Alternatively, contact customer service via email at info@cosmeticconsultingcompany.com.

We may also use personal data collected from you (including using cookies and other similar technology) to measure the effectiveness of our marketing campaigns and our advertising (i.e. so that we can tell what interests our customers and what doesn't). We may also contact you by email, phone or mail for market research purposes and we may use the information to customise the website according to your interests.

We rely on your consent, or, where appropriate, our legitimate interests to market our products and services, to contact you directly about the products and services on offer on our website. In other scenarios (for example, measuring the effectiveness of our marketing or carrying out market research), we will rely on our legitimate interests to make sure that our marketing and advertising is effective and interesting to our customers, always ensuring that your rights are protected.

For administrative and internal business purposes:

We may use personal data collected about the way you use and interact with our website to help us improve your browsing experience by developing and improving the design and layout of the website. We may also use personal data collected to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes.

There are occasions where we need to use personal data to help us with our internal business purposes, such as analysing and managing our business, internal record keeping, audits, developing new products or services, enhancing our site, improving our services and products and identifying usage trends. For these purposes, your personal data will be aggregated and looked at on a statistical basis.

It is in our legitimate interests as a business to use your data in this way. For example, we have a clear interest in ensuring that our site works properly and that our products and services are high quality and efficient. We will always ensure that your rights are protected.

For security, legal and compliance purposes:

From time to time we may use your personal data as part of our efforts to keep our site safe and secure, to detect or prevent fraud or other illegal activity or otherwise as we believe to be necessary or appropriate in each case in order to comply with laws or legal process (including laws or legal process in other countries). We may also use your personal data to protect our rights or property (or the rights or property of others) and to enforce our rights and pursue available remedies.

In some cases, we will need to use your personal data to fulfil a legal obligation (for example, if we receive a legitimate request from law enforcement agencies), and in other cases (such as the detection of fraud or ensuring the security of the site) we will rely on our legitimate interests as a business to use your data in this way.

Sharing Your Data

We will never sell your personal data or give it to anyone else to use for their own purposes without making that clear to you and making sure that we have a lawful basis for doing so. However, there are some situations where we will need to share your personal data; these are when:

- It is necessary to involve a third party service provider in order to facilitate or extend our services where we are unable to provide these services ourselves. In each case, we will ensure that these third parties are only allowed to use your personal data in order to provide the relevant services to us. Some examples of this include our marketing agencies, website hosting provider, product fulfilment provider and payment card processing services;
- We are explicitly requested to do so by you (e.g. with social media networks when you register as a customer through either Facebook or Twitter);

- We are required to do so by a court order or any legal or regulatory requirement;
- We need to in connection with the sale or transfer of our business;
- To ensure the safety and security of our users, consumers and third parties; and to protect our rights and property and the rights and property of our guests and third parties.

We never make your personal details available to third parties outside Earthy Nail Polish for the third parties' own marketing purposes, although our representatives and appointed agents and business partners may hold your data, so that your details and/or order can be processed and/or account maintained as described above. For more information about the third party service providers who may process your data, you can contact us using the details set out in the 'WHO ARE WE' section above.

We are a global business and in light of this, we may need to transfer personal information we collect about you to countries outside of the European Economic Area (the "EEA"). When we transfer your information to countries outside the EEA, we will protect that information by taking steps necessary by applicable laws. For example, we may implement specific contract terms or we may rely on service providers who adhere to certain compliance programmes overseas, or we may select services providers based in countries with strong local laws to protect your personal data.

Some of the 3rd parties we work mostly with are listed below:

- PayPal – Payment gateway
- Facebook – Social media
- Twitter – Social media
- Instagram – Social media

For any additional information you require in regards to the 3rd parties we work with, please contact Customer Service via email info@cosmeticconsultingcompany.com.

Security & Data Retention

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and operational measures to safeguard and secure the information we collect.

We will only keep your data for as long as we need it for the purposes described above and in accordance with our internal retention policies and as permitted by applicable laws.

False Emails

We will never ask you to confirm any account or credit card details via email. If you receive an email claiming to be from Earthy Nail Polish.com asking you to do so, please ignore it and do not respond.

Links To Other Websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Your Rights And How To Contact Us

The law gives you a number of rights to restrict the collection or use of your personal information. You have the right:

- a. to ask us not to use your personal data for direct marketing purposes;
- b. to ask to see what personal data we hold about you and to find out about the way that we process the data (and in some circumstances, you can ask us to provide a copy to a third party);
- c. to ask us to correct or update any personal data which is inaccurate;
- d. to ask for personal data to be deleted in some (but not all) circumstances where there is no good reason for us to continue to process it;
- e. to ask us to temporarily stop using your data if you don't believe that we have a right to use it, or to stop us from using your personal data where there is no good reason for us to continue to use it; and
- f. not to be subject to decisions made solely on the basis of 'automated processing' (i.e. the right not to be subject to decisions made solely by algorithms or computers without input from a human) in certain circumstances.

If you would like to exercise any of the rights listed above, or if you have any queries or concerns about the way that we use your personal data (or any questions about this privacy policy), you can contact us using the details in the 'WHO ARE WE' section above.

You also have the right to complain about our use of your personal data. You can contact the Information Commissioner's Office via their website: <https://ico.org.uk/concerns/> or by calling [0303 123 1113](tel:03031231113).

How We Use Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Our partners may also set third party cookies to serve online advertising. You can opt out of these cookies by visiting their website. You can learn more about cookies and how to reject cookies using different types of browser by visiting <http://www.youronlinechoices.com/uk/>

Overall, cookies help us provide you with a better website, communication and digital marketing activities, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website. Please note, adjusting browser settings to decline cookies on one browser, device, or app will not necessarily opt-out of collection from all browsers, devices, or apps.

Where permitted by law, we may combine information we receive from other websites, mobile applications and sources, with information you give to us and information we collect about you, including cookie information.