



Beauty Stations Privacy Notice

Introduction

At **Beauty Stations** (referred to as “**Beauty Stations**”, “**we**”, “**us**”, and “**our**”), we are committed to protecting the privacy and personal information of our users.

We respect your privacy and are committed to protecting the personal information you provide when using the Beauty Stations Platform. This Privacy Notice explains how we collect, use, store, disclose, and protect your personal information when you use our website, mobile application, and related services.

This Privacy Notice (“**Notice**”) applies to **beautystations.net**, the Beauty Stations mobile application, and any other websites, applications, digital platforms, or services operated by Beauty Stations (collectively, the “**Services**”).

By accessing or using the Beauty Stations Services, you acknowledge that you have read and understood this Privacy Notice and understand how your personal information may be handled as described below.

Where applicable, Beauty Stations will process your personal information in accordance with the **Saudi Arabian Personal Data Protection Law (PDPL)** and other applicable data protection and privacy laws and regulations.

Contacting Us

If you have any questions, comments, concerns, or requests regarding this Privacy Notice or the way Beauty Stations handles your personal information, you can contact us at:

Email: info@beautystations.net

Website: beautystations.net

You may contact us regarding matters including:

- Questions about how we collect or use your personal information;
- Requests to access or update your personal information;



- Requests relating to deletion or correction of your personal information, where applicable;
- Privacy complaints or concerns;
- Questions regarding your privacy rights; or
- Other requests relating to the processing of your personal information.

If Beauty Stations appoints a dedicated **Data Protection Officer (DPO)** or privacy representative, the relevant contact details will be published in this Privacy Notice or on the Beauty Stations Platform.

What Information Do We Collect and How Do We Use It?

This Privacy Notice applies to you when you use the Beauty Stations Services, including when you:

- Visit or browse **beautystations.net**;
- Download, access, or use the Beauty Stations mobile application;
- Create or use a Beauty Stations Account;
- Search for beauty, wellness, salon, spa, clinic, or other Partner Services;
- Make an Appointment or place an Order;
- Purchase Products or Partner Services;
- Make or receive payments through the Beauty Stations Platform;
- Contact Beauty Stations Customer Support;
- Contact or communicate with a Partner through the Beauty Stations Platform;
- Leave a review or rating;
- Participate in promotions, offers, surveys, or other activities;
- Subscribe to communications or marketing messages; or
- Otherwise interact with Beauty Stations, our Partners, or our Services.

We may collect and process different categories of information depending on how you use the Beauty Stations Services. This may include information such as your name, contact details, account information, Appointment and Order history, payment-related



information, communications, reviews, preferences, device information, and technical information about your use of the Beauty Stations Platform.

We use personal information only for appropriate and lawful purposes, including providing and improving the Beauty Stations Services, processing Appointments and Orders, facilitating communication with Partners, processing payments, providing customer support, maintaining security, preventing fraud and misuse, complying with legal obligations, and communicating with you about our Services.

We will process your personal information in accordance with this Privacy Notice, applicable laws and regulations, and the permissions or choices available to you through the Beauty Stations Platform.

How We Collect and Use Your Information

We may collect information about you when you use the **Beauty Stations Platform**, including when you visit or browse our websites, mobile applications, or other digital services, when you book appointments or purchase products or services from our Partners, or when you interact with us.

For the purposes of this Privacy Policy:

- You are a **“Client”** when you use the Beauty Stations Platform to browse, book appointments, purchase products or services, or otherwise use our Services as a customer.
- You are a **“Partner”** when you provide beauty, wellness, healthcare, salon, spa, clinic, or related services through the Beauty Stations Platform, whether as a business owner, self-employed professional, employee, contractor, or other service provider.

We will only collect and use your personal information where there is a valid and lawful reason to do so, in accordance with applicable laws and regulations, including the **Saudi Personal Data Protection Law (PDPL)** and its implementing regulations, where applicable.

We do not sell your personal information. We may share information with third parties where necessary to provide the Beauty Stations Services, process transactions, support bookings, protect our Platform, comply with legal obligations, or where you have otherwise provided your consent or instructed us to do so.



If You Visit or Browse Our Services

We use information collected from your use of the Beauty Stations Platform to provide, maintain, secure, and improve our Services.

If you visit or browse any of our websites, applications, or other Services, whether or not you have an account, we may automatically collect certain information about your use of the Platform.

This may include:

- **Technical information** about your device and connection;
- **Information about your visit and use of the Platform;** and
- **Location information**, where you enable or permit location services.

Technical Information

Technical information may include:

- Internet Protocol (IP) address;
- Device type and model;
- Device identifiers;
- Operating system and version;
- Browser type and version;
- Application version;
- Language and time-zone settings;
- Network and Internet Service Provider information;
- Mobile network information;
- Screen resolution and device settings;
- Battery and signal information;
- Login information;
- Social login identifiers, where applicable;



- Application and software information; and
- Other technical information necessary to operate and secure the Beauty Stations Platform.

Information About Your Visit

Information about your use of the Beauty Stations Platform may include:

- The pages, screens, features, and Services you view or use;
- Searches you make on the Platform;
- The date and time of your visits;
- Your interactions with the Platform, including clicks, scrolling, and other interactions;
- Referral information and campaign links;
- Information about errors or technical problems;
- The duration of your visits;
- Information about how you navigate away from the Platform;
- Information relating to communications with our Customer Support team; and
- Other usage information collected through cookies and similar technologies, in accordance with our **Cookies Policy**.

Location Information

Where you enable location services, we may collect or use information about your approximate or precise location, depending on the permissions you provide to the Beauty Stations application or website.

We may use location information to:

- Show beauty salons, clinics, spas, and other Partners near you;
- Provide location-based search results;
- Improve the relevance of available Services;



- Support appointment and home-service bookings, where available;
- Help detect and prevent fraudulent or suspicious activity; and
- Provide location-based content, offers, or recommendations where permitted.

Location information may be determined using information such as:

- GPS coordinates;
- Your current country or region based on your IP address;
- Device-based location services; and
- Other location information made available through your device settings.

You can manage or disable location permissions through your device or browser settings. Certain Platform features may not function properly if location access is disabled.





How We Use Automatically Collected Information

We may use automatically collected information to:

- Understand how Clients and Partners use the Beauty Stations Platform;
- Improve the functionality, performance, and usability of our Platform;
- Ensure that our content is displayed effectively on your device;
- Identify and resolve technical problems;
- Maintain the security and integrity of the Platform;
- Detect, investigate, and prevent fraud, abuse, or unauthorized activity;
- Provide Services, information, products, and features you request;
- Personalize your experience on the Platform; and
- Provide relevant recommendations, promotions, or content where permitted by applicable law.

Automated Decision-Making and Personalization

We may use automated technologies, analytics, or profiling tools to better understand how Clients interact with the Beauty Stations Platform.

Where permitted by applicable law, we may use information collected through the Platform to provide personalized:

- Service recommendations;
- Partner recommendations;
- Beauty and wellness content;
- Offers and promotions;
- Marketing communications; and
- Platform features and experiences.

Where applicable, we will provide you with the choices and rights required by applicable data-protection laws, including where consent is required.



Legal basis: Consent, where required; performance of a contract; compliance with legal obligations; or legitimate interests, where permitted by applicable law.

If You Contact or Communicate With Us

If you contact Beauty Stations, interact with our Customer Support team, communicate with us through the Platform, or engage with us through our official communication channels, we may collect your **contact information** and the **communications information** that you provide.

Contact Information

This may include:

- First and last name;
- Email address;
- Mobile or telephone number;
- Beauty Stations account information;
- Social media username or handle, where you contact us through social media; and
- Any other contact information you voluntarily provide.

Communications Information

This may include communications between you and Beauty Stations, such as:

- Emails;
- In-app messages;
- Chat messages;
- Text messages;
- Telephone calls;
- Customer Support requests;
- Complaints;



- Feedback;
- Reviews;
- Other electronic communications; and
- Communications made through our official social media channels.

We may use this information to:

- Respond to your questions, requests, and complaints;
- Provide Customer Support;
- Troubleshoot technical problems;
- Investigate and resolve issues relating to bookings, orders, payments, or Services;
- Provide information about the Beauty Stations Platform;
- Communicate with Partners where necessary to facilitate a booking, order, or service requested by you;
- Notify you about important changes to our Platform, Services, Terms, or policies; and
- Maintain records of communications for customer-service, security, legal, and operational purposes.

Legal basis: Performance of a contract; compliance with legal obligations; legitimate interests; or consent, where applicable.



If You Use Our Services to Create an Account or Book an Appointment

When you create a Beauty Stations account, book an appointment, purchase a product or service, or otherwise use our Platform, we may collect information such as:

- First and last name;
- Date of birth, where required or voluntarily provided;
- Gender, where required for a particular service or voluntarily provided;
- Email address;
- Mobile phone number;
- Address or location information, where necessary for the Services;
- Profile photo, if you choose to upload one;
- Account credentials and authentication information;
- Unique user or account identifiers;
- Information provided through supported social-login services, where you choose to use them; and
- Other information you choose to provide to us.

Information We Collect When You Use Your Account

As you use your Beauty Stations account, we may collect information relating to your use of the Platform, including:

- Appointment and booking history;
- Service and purchase history;
- Products purchased;
- Participating Partners you have booked with;
- Favorite Partners or Services;
- Account settings and preferences;
- Payment and transaction information;



- Reviews and ratings;
- Promotions, vouchers, or offers used;
- Referral information;
- Information about how you found Beauty Stations;
- Profile information and other user-generated content; and
- Information collected through cookies and similar technologies in accordance with our Cookies Policy.

How We Use Your Account Information

We may use your account and related information to:

- Create and maintain your Beauty Stations account;
- Provide Customer Support;
- Allow you to search for and contact Partners;
- Enable you to book appointments;
- Enable you to purchase products and Services;
- Process payments and transactions;
- Confirm, manage, modify, or cancel appointments;
- Send appointment confirmations, reminders, and updates;
- Facilitate communication between you and relevant Partners;
- Support home-service appointments where such Services are available;
- Maintain records of bookings and transactions;
- Provide personalized recommendations; and
- Improve your overall Beauty Stations experience.

Legal basis: Performance of a contract; legitimate interests; compliance with legal obligations; or consent, where applicable.



Information You May Provide to Partners

When you make an appointment or use certain Partner Services through Beauty Stations, you may provide the relevant Partner with information needed to deliver the requested service.

For example, depending on the nature of the service, a Partner may ask you to complete a consultation form or provide information relating to:

- Your service preferences;
- Beauty or wellness requirements;
- Allergies or sensitivities;
- Pregnancy status, where relevant to the requested service;
- Treatment history;
- Other information necessary for the safe and appropriate provision of the requested service.

Some of this information may constitute **sensitive or special-category personal data** under applicable laws.

You should only provide such information where it is necessary and appropriate for the requested service.

Where a Partner collects personal information directly from you for the purpose of providing its services, the relevant Partner may be responsible for determining how that information is processed. You should contact the relevant Partner directly if you have questions about how it processes information collected for its own services.



If You Purchase Products From a Partner

If Beauty Stations allows you to purchase products from a Partner through the Platform, we may collect information relating to your order and transaction, including:

- Product and order details;
- Purchase records;
- Delivery information, where applicable;
- Communications relating to your order;
- Cancellation records;
- Return and refund information;
- Payment and transaction information;
- Product reviews or ratings; and
- Information collected through cookies and similar technologies.

We may use this information to:

- Process and manage your order;
- Facilitate payment;
- Enable the Partner to fulfil your order;
- Communicate with you regarding your order;
- Process cancellations, returns, and refunds;
- Provide Customer Support;
- Maintain transaction and order records; and
- Comply with applicable legal and regulatory requirements.

Where necessary, we may share relevant contact, order, delivery, and transaction information with the Partner responsible for fulfilling your order.

Legal basis: Performance of a contract; legitimate interests; compliance with legal obligations; or consent, where applicable.



If You Work for or Provide Services to a Partner

If you work for, represent, or provide services to a Partner using the Beauty Stations Platform, we may collect **contact, professional, business, and account information** about you.

Contact and Professional Information

This may include:

- First and last name;
- Job title or professional role;
- Company or Partner name;
- Email address;
- Mobile or telephone number;
- Login and account information;
- Professional information;
- Verification information;
- KYC or identity-verification results, where required; and
- Other information necessary to establish and manage your Partner account.

Partner Business Information

Depending on the Services used by the Partner, information may include:

- Business name and address;
- Business type, such as salon, spa, beauty clinic, wellness center, or other beauty-related business;
- Service and treatment information;
- Consultation forms;
- Historical and future appointments;
- Staff information;



- Client information;
- Promotions and offers;
- Product and service information;
- Inventory information;
- Transaction and point-of-sale information;
- Payment and settlement information;
- Reports and analytics;
- Business performance information;
- Images, photographs, logos, and marketing materials; and
- Other information provided by or on behalf of the Partner.

Beauty Stations may also process certain business information that does not constitute personal data, such as product inventory, service pricing, business performance information, and aggregated financial information.

How We Use Partner Information

We may use Partner information to:

- Create and maintain the Partner's account;
- Provide Partner support and technical assistance;
- Enable Partners to manage appointments and bookings;
- Enable Partners to manage staff and services;
- Enable Partners to manage Clients;
- Facilitate transactions and payments;
- Manage promotions and offers;
- Enable Partners to list their business and Services on the Beauty Stations Platform;
- Support inventory and product management, where available;
- Provide reporting and analytics;



- Maintain Platform security;
- Verify Partner accounts and identities where required;
- Communicate important operational or service updates; and
- Improve our Platform and Partner Services.

Legal basis: Performance of a contract; legitimate interests; compliance with legal obligations; or consent, where applicable.





If We Send You Offers, Updates, or Marketing Communications

We may collect and use your contact information, such as your name, email address, and mobile number, to communicate with you about Beauty Stations.

We may also maintain information about your **marketing preferences**, including whether you have subscribed to, declined, or opted out of particular types of marketing communications.

Where permitted by applicable law, we may use this information to:

- Send you offers and promotions;
- Inform you about new Services and features;
- Send newsletters and updates;
- Provide beauty, wellness, and lifestyle content;
- Recommend Partners, Services, or products that may be relevant to you;
- Personalize marketing communications;
- Measure the effectiveness of marketing campaigns; Conduct surveys and market research;
- Request feedback about your experience; and Improve our marketing strategy and Services.

We may work with advertising, analytics, and technology service providers to support our marketing activities, subject to applicable laws and appropriate safeguards.

Where required by applicable law, we will obtain your consent before sending direct marketing communications.

You may opt out of marketing communications at any time by using the unsubscribe option included in our promotional communications or by contacting Beauty Stations through the available Customer Support channels.

Opting out of marketing will not prevent us from sending you essential service-related communications, such as appointment confirmations, booking changes, payment notifications, security alerts, or important updates concerning your account.



Legal basis: Consent, where required; legitimate interests, where permitted; or other lawful basis applicable under Saudi data-protection laws.

What Do the Legal Bases Mean?

We will only process your personal data where we have a valid lawful basis under applicable data-protection laws.

Depending on the circumstances, the lawful basis for processing may include:

- **Consent**
- **Performance of a contract**
- **Compliance with a legal obligation**
- **Legitimate interests**
- **Other lawful grounds permitted under applicable law**

Consent

We may process your personal data based on your consent where consent is required by applicable law.

For example, this may include certain marketing communications, optional personalization features, or certain uses of cookies and similar technologies.

Where processing is based on consent, you may withdraw your consent at any time, subject to applicable legal requirements and any consequences that may result from withdrawal.

Withdrawal of consent does not affect the lawfulness of processing that occurred before the withdrawal.

Performance of a Contract

We may collect and process personal data where this is necessary to provide the Beauty Stations Services you request or to perform our contractual obligations to you.

This may include:

- **Creating and managing your account;**



- Processing bookings;
- Facilitating appointments;
- Processing purchases and payments;
- Communicating appointment and order information;
- Providing Customer Support; and
- Performing other obligations associated with the Services you request.

Compliance With Legal Obligations

We may process personal data where necessary to comply with applicable laws, regulations, governmental requirements, court orders, or other legal obligations.

This may include requirements relating to:

- Fraud prevention;
- Financial and accounting records;
- Tax and payment requirements;
- Identity verification;
- Regulatory compliance;
- Responding to lawful requests from competent authorities; and
- Protecting our legal rights.

Legitimate Interests

Where permitted by applicable law, we may process personal data where this is necessary for our legitimate interests, provided that such processing does not override your rights and interests.

Our legitimate interests may include:

- Operating and administering the Beauty Stations Platform;
- Improving and developing our Services;
- Maintaining accurate records;



- Understanding how Clients and Partners use our Platform;
- Improving Client and Partner experiences;
- Providing Customer Support;
- Preventing fraud, abuse, and unauthorized activity;
- Protecting the security of our systems;
- Measuring and improving the effectiveness of our Services;
- Developing new products and features;
- Maintaining and improving our business operations;
- Conducting appropriate analytics;
- Managing relationships with Partners; and
- Communicating with Clients and Partners about relevant Services and operational matters.

Where we rely on legitimate interests, we will consider the impact of the processing on your rights and interests and will only rely on this basis where permitted by applicable law.

Fulfilling Agreements With Partners and Other Organizations

We may process personal data where necessary to perform, manage, or enforce agreements with Partners, service providers, payment providers, technology providers, or other organizations involved in providing the Beauty Stations Services.

For example, this may include processing information necessary to:

- Facilitate an appointment between you and a Partner;
- Process an order or payment;
- Enable a Partner to provide a requested service;
- Provide technical services to Partners;
- Maintain and operate the Beauty Stations Platform; or
- Fulfil contractual or legal obligations.



Cookies and Similar Technologies

Beauty Stations may use cookies, SDKs, pixels, analytics tools, and similar technologies to operate, secure, analyze, personalize, and improve the Platform.

These technologies may collect information about how you use our websites and applications.

For more information about the cookies and similar technologies we use and the choices available to you, please refer to our **Cookies Policy**.





Who Do We Share Your Information With?

If You Are a Client

We may share your personal information with our **Partners** when you ask us to do so, such as when you choose to connect with, order from, or make a booking with a Partner through the **Beauty Stations Platform**.

The information shared may include your **contact information, account information, booking details, and any other information you voluntarily provide through the Beauty Stations Platform**, such as information submitted through a consultation form.

Partners may use this information to manage and provide their services to you, including communications, appointments, bookings, orders, and related customer-service activities.

Public Reviews

If you submit a **public review or rating** for a Partner or any product or service provided through the Beauty Stations Platform, your rating, review, review date, and **first name and last initial** may be displayed publicly on the Beauty Stations Platform.

Your review may be visible to other Beauty Stations users and members of the public and may, where appropriate and subject to applicable law, be published or displayed through third-party websites or platforms.

Public reviews may remain available even after you close your account or your agreement with Beauty Stations ends.

If You Work for a Partner

Beauty Stations users may rate the Partner you work for or with and, where applicable, may provide ratings or reviews relating to you as an individual service provider.

Your individual ratings and reviews may be shared with the relevant Partner and may be made publicly available through the Beauty Stations Platform, subject to applicable law and our privacy practices.



We may also publish or share **limited Partner information**, including publicly available business information, reviews, and ratings, through third-party websites and platforms. This may include using such information in:

- Search engine results;
- Online or offline advertising;
- Promotional materials;
- Marketing campaigns; and
- Other third-party business platforms and partners.

We will only share or publish information in accordance with this Privacy Policy and applicable laws and regulations.

If Beauty Stations Processes Your Information as a Client, Partner Staff Member, or Otherwise

We may share your personal information with the following categories of recipients, where necessary and permitted by applicable law:

- **Companies within our corporate group:** This may include our parent company, subsidiaries, affiliates, and other entities within our corporate group that support our business operations or the processing of personal information.
- **Service providers:** We may engage third-party service providers that process personal information on our behalf and in accordance with our instructions.

These may include providers supporting:

- Website and application hosting;
- Cloud storage and data hosting;
- Communications and notifications;
- Marketing and customer communication management;
- Customer support;
- Customer feedback and surveys;
- Digital invoicing;



- Payment processing;
- Information technology and technical support; and
- Other services necessary to operate and maintain the Beauty Stations Platform.

These service providers may include third-party suppliers, agents, contractors, subcontractors, and companies within our corporate group. They may only access and use your information to the extent reasonably necessary to provide the services for which they have been engaged and subject to appropriate contractual and security safeguards.

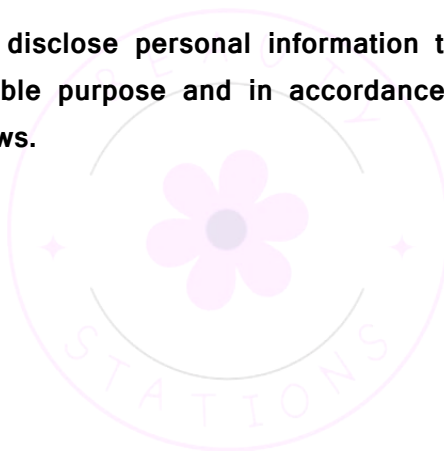
- **Digital marketing partners:** In certain circumstances, we may share limited information with digital marketing and advertising service providers to support our marketing activities, subject to applicable law and any required consent.
- **Referral Partners:** If you create a Partner account through a **Referral Link**, the Partner associated with that Referral Link may be able to view information relating to the progress of your Partner account, to the extent permitted by the Platform and applicable law.
- **Commercial partners:** If you voluntarily participate in a survey, competition, promotional campaign, special offer, prize draw, or similar activity, we may share certain information with the relevant commercial partners where you have opted in or otherwise provided the required consent. Additional privacy information may be provided to you at the time of participation.
- **Professional advisers:** We may disclose information to our auditors, lawyers, consultants, financial advisers, insurers, and other professional advisers where reasonably necessary for providing their professional services to us.
- **Business transactions:** If Beauty Stations or any part of its business or assets is sold, transferred, merged, acquired, or otherwise subject to a corporate transaction, your personal information may be disclosed to prospective or actual buyers, sellers, investors, advisers, or other parties involved in the transaction, subject to applicable law.
- **Protection of rights and safety:** We may disclose information where reasonably necessary to protect the rights, property, security, or safety of Beauty Stations,



our Clients, Partners, employees, or other persons, or to enforce our rights under this Privacy Policy, our Terms of Service, or other applicable agreements.

- **Fraud and cybersecurity prevention:** We may share information with relevant companies, organisations, or authorities where reasonably necessary to detect, investigate, prevent, or address fraud, abuse, security incidents, cybercrime, or other unlawful activities.
- **Government and legal authorities:** We may disclose your information where required or permitted by applicable law, regulation, court order, judicial decision, or other valid legal process. This may include sharing information with law enforcement authorities, regulators, courts, governmental entities, or other competent authorities.

Beauty Stations will only disclose personal information to the extent reasonably necessary for the applicable purpose and in accordance with applicable data protection and privacy laws.





Where Do We Store Your Information?

Beauty Stations operates primarily in the **Kingdom of Saudi Arabia** and may use trusted technology, hosting, cloud, payment, and other service providers located in Saudi Arabia or in other countries.

Your personal information may be stored or processed **inside or outside the Kingdom of Saudi Arabia**, where necessary to operate, maintain, secure, and improve the Beauty Stations Platform and Services.

We may transfer or permit access to your personal information outside Saudi Arabia where necessary:

- To **store and back up** your information;
- To enable us to **provide the Beauty Stations Services** to you;
- To support the **operation, maintenance, security, and development** of our business and Platform;
- To use trusted third-party service providers and technology partners; or
- Where such transfer or disclosure is **required or permitted by applicable law or regulation**.

Where personal information is transferred outside Saudi Arabia, Beauty Stations will implement appropriate **legal, contractual, technical, and organisational safeguards** as required by applicable data protection laws and regulations.

We may update the countries, hosting locations, and categories of service providers we use from time to time as our business and technology infrastructure develops.

If you would like further information about where your personal information is stored or transferred, or about the safeguards we apply to international transfers, you may contact us using the contact details provided in this Privacy Policy.



How Do We Protect Your Information?

We take the security of your personal information seriously and implement appropriate **technical and organisational measures** designed to protect it against unauthorised access, disclosure, alteration, loss, misuse, or destruction.

These measures may include:

- **Encryption** of information during transmission and, where appropriate, while stored;
- Secure connections between your device and the Beauty Stations Platform;
- Secure databases and hosting environments;
- **Access controls and authentication mechanisms** that restrict access to authorised personnel;
- Logging and monitoring of access to systems and personal information;
- Security monitoring and measures designed to detect and respond to unauthorised activity, fraud, and cyber threats;
- Regular review and improvement of our information-security practices; and
- Appropriate confidentiality obligations for employees, contractors, and service providers who may access personal information.

However, no method of transmitting or storing information over the internet is completely secure. While we take reasonable and appropriate measures to protect your information, **we cannot guarantee that information transmitted to or stored through the Platform will be completely secure.**

You are responsible for taking reasonable precautions to protect your account credentials, passwords, devices, and other authentication information. If you believe that your account or personal information has been compromised, please contact us promptly.



Payment Processing

Payments made through the Beauty Stations Platform may be processed by **third-party payment service providers** that are authorised and engaged to provide secure payment-processing services.

When you make a payment, your payment card or other payment information may be provided directly to the applicable payment service provider. Such providers may encrypt and securely process your payment information and may be responsible for authorising and completing the transaction.

Beauty Stations may receive or retain **limited payment-related information**, such as:

- Payment method or card brand;
- Cardholder name, where applicable;
- The last four digits of the payment card;
- Card expiry month and year; and
- Transaction reference, payment status, and other information necessary to manage the transaction.

Beauty Stations does not generally store your full payment card number or card security code (CVV/CVC) unless expressly stated otherwise and permitted by applicable law.

Information provided directly to a third-party payment provider may be subject to that provider's own privacy policy and terms. We encourage you to review the applicable payment provider's privacy information before completing a transaction.



External Websites and Services

The Beauty Stations Platform may contain links to websites, applications, or services operated by third parties, including Partners and other service providers.

If you follow a link to an external website or service, please be aware that the third party may have its own **privacy policy, terms, and security practices**.

Beauty Stations does not control third-party websites or services and is not responsible for their privacy practices, security measures, availability, or content, except to the extent required by applicable law.

We recommend reviewing the privacy policy of any third-party website or service before providing your personal information.

How Long Do We Keep Your Information?

We retain personal information only for as long as reasonably necessary to fulfil the purposes for which it was collected, including:

- Providing and managing your account and the Beauty Stations Services;
- Managing appointments, bookings, orders, payments, and communications;
- Maintaining business and transaction records;
- Resolving complaints, disputes, and customer-service issues;
- Detecting and preventing fraud, misuse, and security incidents;
- Complying with legal, regulatory, accounting, tax, and other applicable obligations; and
- Establishing, exercising, or defending our legal rights.

When determining how long to retain personal information, we consider the **nature and sensitivity of the information, the purpose for which it was collected, applicable legal and regulatory requirements, and our legitimate business needs**.



Where personal information is no longer required, we will take reasonable steps to **delete, anonymise, or securely dispose of it**, subject to any legal or regulatory requirement to retain it.

We may retain certain information for a longer period where necessary to resolve a complaint or dispute, investigate suspected fraud or misuse, establish or defend legal claims, or comply with a legal obligation.

If you withdraw your consent or opt out of receiving marketing communications, we may retain a limited record of your request or preference so that we can respect it in the future.

Aggregated and Anonymised Data

In certain circumstances, we may **anonymise or aggregate** personal information so that it can no longer reasonably be used to identify you.

Once information has been irreversibly anonymised, it is no longer considered personal information to the extent recognised under applicable law, and we may retain and use it for longer periods.

We may use aggregated or anonymised information to:

- Better understand how Clients and Partners use the Beauty Stations Platform;
- Analyse trends and usage patterns;
- Measure Platform performance;
- Develop and improve our Services;
- Create statistics, reports, and business insights;
- Provide Partners with aggregated information about Platform usage; and
- Improve our products, features, services, and user experience.

We will not use anonymised or aggregated information to attempt to identify you again.



What Rights Do You Have Over Your Personal Information?

Subject to applicable laws and any relevant conditions or exceptions, you may have certain rights regarding your personal information, including the right to:

1. **Request access** to personal information we hold about you;
2. **Request correction** of inaccurate or incomplete personal information;
3. **Request deletion** of your personal information where there is a legal basis for doing so;
4. **Request restriction** of the processing of your personal information in certain circumstances;
5. **Object** to certain processing of your personal information, including direct marketing where applicable;
6. **Request data portability**, where applicable, allowing you to receive certain personal information in a structured and commonly used format;
7. **Withdraw consent** where we rely on your consent as the legal basis for processing; and
8. **Lodge a complaint** with the competent data protection or regulatory authority where you believe your rights have been violated.

These rights are **not absolute** and may be subject to applicable legal requirements, exceptions, and limitations.

If you wish to exercise any of your privacy rights or have questions about how Beauty Stations processes your personal information, please contact us using the contact details provided in this Privacy Policy.



Updating This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to:

- Our Services and Platform;
- Our business operations;
- Applicable laws and regulations;
- Our data-processing practices;
- Technology and security measures; or
- The service providers we use.

When we make material changes, we may notify you through appropriate means, such as **email, an in-app notification, a website notice, or a pop-up notification**, where appropriate or required by applicable law.

The **"Last Updated"** date displayed at the beginning or end of this Privacy Policy will indicate when the policy was most recently revised.

We encourage you to review this Privacy Policy periodically to remain informed about how we collect, use, share, and protect your personal information.



Cookie Notice

The Beauty Stations Platform may use **cookies and similar technologies**, including device identifiers, pixels, software development kits (SDKs), web beacons, local storage, and other technologies, to collect and store certain information about how you use our websites and applications.

These technologies may be used to:

- Remember your preferences and settings;
- Keep you signed in where applicable;
- Maintain and improve Platform functionality;
- Understand how users interact with our websites and applications;
- Measure Platform performance and usage;
- Detect and prevent fraud and security threats;
- Provide relevant content and features; and
- Support marketing and advertising activities, where permitted by applicable law.

Some cookies and similar technologies may remain active only during your **website or app session** and expire when you close your browser or leave the Platform. Other technologies may remain for a longer period to recognise your device or remember your preferences when you return.

Where required by applicable law, we will request your consent before placing or using **non-essential cookies or similar technologies**, and we will provide appropriate options to manage your preferences.

You may also be able to manage or disable certain cookies through your browser or device settings. Please note that disabling certain cookies may affect the functionality or availability of some features of the Beauty Stations Platform.

For more information about the cookies and similar technologies we use, including how to manage your preferences, please refer to our **Cookie Policy**.