

EMMA KEARNEY

ACADEMY & SALON

PRIVACY POLICY

Effective Date: 27/01/26

Introduction

Welcome to The Emma Kearney Academy & Salon ("**we**", "**our**", "**us**", or "**the Academy**"). We respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, and protect information about you when you enrol in our courses, make purchases, or use our website. By using our website, enrolling on our courses, or providing your information, you agree to the terms of this Privacy Policy.

1. Information We Collect

We collect personal information from you when you enrol on a course, contact us, or make a purchase. This may include: - Full name - Email address - Phone number - Postal address - Course details and preferences - Payment-related information (processed via third-party providers such as Stripe) We may also collect non-personal information, such as browser type or device data, to improve our website and services.

2. How We Use Your Information

We use your personal data for the following purposes: - To process enrolments and manage your course participation - To contact you regarding course updates, scheduling, or payments - To provide access to online learning materials and support - To manage your account and respond to enquiries - To process secure payments through third-party providers (e.g. Stripe) - To comply with legal obligations and prevent fraud We do not sell or rent your personal information to third parties.

3. Lawful Basis for Processing

Under the UK General Data Protection Regulation (UK GDPR), we process your personal data under the following lawful bases: - Contractual necessity: to deliver the services you have enrolled in - Legitimate interests: to improve our courses and communicate with students - Legal obligation: to comply with tax, accounting, or other statutory requirements - Consent: where required for marketing communications or newsletters.

4. Data Retention

We will retain your personal information only for as long as necessary to fulfil the purposes outlined in this Privacy Policy, including legal and accounting requirements. Typically: - Enrolment and student records are retained for up to 7 years. - Marketing communications data is retained until you opt out.

5. Sharing Your Information

Your data may be shared with trusted third-party service providers who help us operate our academy and website, such as: - Payment processors (Stripe) - Email or communication platforms (for course updates) - Learning management systems (if applicable) These providers only process your data in accordance with our instructions and for legitimate operational reasons. We may also share da

6. Cookies and Website Tracking

Our website may use cookies and similar technologies to enhance your browsing experience, analyse site traffic, and improve functionality. You can manage or disable cookies through your browser settings. For more information, please see our Cookie Policy (if applicable).

7. Data Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction. Payment data is handled securely through Stripe, and we never store your full payment details on our servers.

8. Your Rights

Under the UK GDPR, you have the right to: - Access the personal data we hold about you Request correction of inaccurate or incomplete data - Request deletion of your data ("right to be forgotten") - Object to or restrict certain processing - Withdraw consent (for marketing or communications) - Request a copy of your data in a portable format If you wish to exercise any of these rights, please contact us using the details below.

9. Third-Party Links

Our website may contain links to third-party sites (e.g. payment gateways, social media, or partner sites). We are not responsible for the privacy practices or content of these external sites.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updates will be posted on our website, and the "Last Updated" date will be revised accordingly.

11. Contact Information

If you have any questions or concerns about this Privacy Policy or your data, please contact us at: info@emmakearney.co.uk The Emma Kearney Academy & Salon, Co. Londonderry/Derry, Northern Ireland (UK)