



## **1. Introduction**

We are committed to protecting your privacy and ensuring the confidentiality of your personal information. This Privacy Policy outlines how we collect, use, and protect your data when you visit our website, use our services, purchase academy courses, buy vouchers, or interact with our chatbot. By accessing or using our website and services, you agree to the terms of this Privacy Policy.

## **2. Information We Collect**

### **2.1 Personal Information**

We collect personal information that you voluntarily provide to us when you make a booking, purchase a service or product, enroll in a course, subscribe to our newsletter, or interact with our chatbot. This information may include your name, email address, phone number, postal address, payment details, and any other information you choose to provide.

### **2.2 Usage Information**

We collect information about your interactions with our website, including your IP address, browser type, device information, pages visited, and the date and time of your visits. This information helps us understand how you use our website and improve your experience.

### **2.3 Lead Information**

When you express interest in our services or courses, we may collect additional information such as your preferences, interests, and specific needs related to our offerings. This information helps us tailor our services to better meet your expectations and provide you with relevant information and offers.

### **2.4 Chatbot Interactions**

Our website features a chatbot to assist you with inquiries and provide information about our services. The chatbot may collect information you provide during your interaction, including your

name, contact details, and the nature of your inquiry. This information is used to improve our services and respond to your requests more effectively.

### **3. How We Use Your Information**

#### **3.1 Service Provision**

We use your personal information to provide the services you request, including booking appointments, processing payments, delivering academy courses, and issuing vouchers. Your information is also used to communicate with you about your appointments, course enrollment, and any changes or updates to our services.

#### **3.2 Marketing and Communication**

With your consent, we may use your information to send you promotional materials, newsletters, and updates about our services, courses, and special offers. You can opt out of receiving these communications at any time by following the unsubscribe instructions included in our emails or by contacting us directly.

#### **3.3 Improving Our Services**

We use usage information and data from chatbot interactions to analyze and improve the functionality and user experience of our website. This information helps us understand user behavior, identify areas for improvement, and enhance the overall quality of our services.

#### **3.4 Lead Management**

We use lead information to follow up with potential clients and course participants, providing them with tailored information and offers that match their interests and needs. This helps us build relationships with new clients and ensure they receive the most relevant and useful information about our services.

### **4. Data Protection and Security**

We implement a variety of security measures to protect your personal information from unauthorized access, use, or disclosure. These measures include encryption, secure payment processing, and access controls. However, no method of transmission over the internet or electronic storage is completely secure, so we cannot guarantee absolute security.

### **5. Sharing Your Information**

We do not sell, trade, or otherwise transfer your personal information to outside parties without your consent, except as required by law or as necessary to provide our services. This includes sharing information with payment processors, service providers, and other third parties who assist us in operating our website and delivering our services. These third parties are required to keep your information confidential and use it only for the purposes for which we disclose it to them.

## **6. Cookies and Tracking Technologies**

Our website uses cookies and other tracking technologies to enhance your experience and collect information about how you use our site. Cookies are small data files that are placed on your device when you visit a website. They allow us to recognize your device and remember your preferences. You can manage your cookie preferences through your browser settings.

## **7. Your Rights**

You have the right to access, correct, update, or delete your personal information at any time. You can also object to the processing of your data or request that we restrict its use. To exercise these rights, please contact us using the contact information provided below. We will respond to your request within a reasonable timeframe.

## **8. Newsletter Subscriptions**

If you subscribe to our newsletter, we will use your email address to send you regular updates about our services, courses, and special offers. You can unsubscribe from our newsletter at any time by clicking the unsubscribe link in any of our emails or by contacting us directly.

## **9. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Any changes will be posted on this page, and we will notify you of significant changes by email or through a notice on our website. Your continued use of our website and services after any changes to this Privacy Policy constitutes your acceptance of the updated terms.

## **10. Contact Information**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

**Natalia Grajcar Hair Academy**  
**Willemstraat 12, 5611 HD Eindhoven**  
**Email: [info@nataliagrajcar.com](mailto:info@nataliagrajcar.com)**

**Thank you for trusting us with your personal information. We are committed to protecting your privacy and ensuring a safe and enjoyable experience for all our clients.**