

Privacy Policy for ASM Beauty

Effective Date: 26-02-2025

ASM Beauty respects the privacy of its customers and website users and ensures that personal data is treated confidentially. This privacy policy describes what personal data we collect, how we use this data, and the rights you have regarding your data.

1. Collection of Data

We collect various types of data to provide and improve our services, including:

- **Personal Data:** such as your name, address, email address, phone number, and payment details that you provide when placing an order.
- **Website Usage Data:** such as visited pages and visit times, collected via cookies or other tracking technologies.

2. Purposes of Data Processing

We process your personal data for the following purposes:

- **Order Processing:** for processing and shipping your orders, including providing customer service.
- **Payments:** for processing payments and issuing refunds.
- **Improving Our Services:** to enhance your user experience, such as collecting feedback and analyzing your preferences.

3. Data Security

We take the protection of your personal data seriously and have implemented appropriate technical and organizational measures to protect your data from unauthorized access, loss, or misuse. We store your personal data on secure servers and use encryption where possible.

4. Sharing of Data

We only share your data with third parties in the following cases:

- **Payment Processors:** We share your payment details with the third party that handles the payment (such as iDEAL, PayPal, etc.).
- **Delivery Services:** We share your address details with the delivery services to deliver your order.
- **Legal Obligations:** We may disclose personal data if required by law or necessary to protect our rights.

5. Cookies

We use cookies to improve your experience on our website. Cookies are small text files stored on your device when you visit our website. You can set your browser to refuse cookies, but this may limit the functionality of our website.

6. Your Rights

As a customer of ASM Beauty, you have the right to make the following requests:

- **Access:** You have the right to know what personal data we process about you.
- **Correction:** You can ask us to correct inaccurate or incomplete data.
- **Deletion:** You can request the deletion of your personal data, unless we are legally obligated to retain the data for a longer period.

- **Objection:** You can object to the use of your data for certain purposes, such as marketing.
To exercise these rights, you can contact us at info@asmbeauty.com.

7. Data Retention Period

We do not retain your personal data longer than necessary for the purposes for which it was collected, unless legally required to retain data for a longer period. For example, order data may be retained for administrative and tax purposes.

8. Changes to This Privacy Policy

ASM Beauty reserves the right to change this privacy policy at any time. We recommend that you regularly review the privacy policy to stay informed about the latest version.

9. Contact

If you have any questions about this privacy policy or how we process your personal data, please contact us at:

ASM Beauty

Email: info@asmbeauty.com

Website: www.asmbeauty.com

Phone: +31619007741