

# PRIVACY POLICY

Welcome to the 'ASPhair.com website (the 'website').

This website is owned and operated by International Hair Cosmetics Limited ('IHC Ltd' or 'us' or 'we'). Registered office: 3 Acorn Business Centre, Northarbour Road Cosham, Portsmouth, Hampshire, PO6 3TH  
**REGISTERED NUMBER. 03150196**

If you want to ask us anything about this privacy policy or have any comments on or about our website, please email our customer services team at [customerservices@ASPhair.com](mailto:customerservices@ASPhair.com).

These set out the basis on which you can visit and use the ASP website. Please read them carefully as they contain important information.

IHC Ltd. values its customers and respects their privacy. Any information we collect about you is held with the utmost care and security. Your visit to our website and your use of any of the services or features we provide is subject to our terms and conditions of which this privacy policy is part. You will be asked to register if you would like to use some of the services and features we offer on our website. In order to register you will have to provide details including your name, address, telephone number and email address. When you register with us your information is stored in 'my account'.

You can access 'my account' directly to amend any personal details, for example if you change your address. If you wish to place an order on our website you will also be required to provide credit or debit card details. We use the latest strong encryption technology to ensure that all transactional information is protected to the highest standard. Transactional information includes any credit or debit card details, your personal contact information, together with any other names and addresses you provide when you place an order for delivery to another address, and your purchasing history.

WHEN YOU GIVE US INFORMATION, IT MAY BE USED FOR:

**1. Administration of Our Site;** The information you give us is necessary to enable us to fulfil your order, make sure it is delivered correctly and to maintain your account.

**2. Customer Service;** We ask for your contact details, such as your email address and telephone number, to enable us to answer any questions you have about using our website and to notify you about the status of your order.

**3. Direct Marketing;** We want to keep you up to date on our latest products, promotional offers and events.

If you have agreed when you registered, we can inform you about these and other services and events we offer by email, post or telephone.

We do not provide your personal details to other companies or individuals for their marketing purposes unless you have indicated when you registered that you wish to receive information about other companies' products, offers and services. From time to time we retain the services of other carefully selected and monitored companies and individuals to perform functions on our behalf in connection with the successful operation and continuous improvement of this website.

Examples of these functions would include the processing of data to process your order and maintain your account including the authorisation and validation of credit or debit card transactions, the provision of delivery services, the analysis of data, etc. These companies or individuals may be provided with access to your personal details in order to fulfil their function but may not use such information for any other purpose.

**4. Cookies:** We use cookies on our site to provide a better user experience. Cookies used; Order Processing Cookies - IHC Ltd. uses cookies to record a unique reference on your computer. This means that we can recognise your computer when you access ASPhair.com and log into your account with your user name and password. We will not use cookies without your prior consent so you have the option of choosing whether or not you would like our website to remember your details before you enter the delivery options section of our ordering process. The use of cookies allows us to remember the goods that you placed in your shopping bag and saves you having to enter the basic contact information that you provided us with on setting up your ASPhair.com account. Our cookies do not remember your credit card details. You may experience technical difficulties in using our website if you have disabled cookies. If you have disabled JavaScript you will not be able to use this website. You can alter your cookie and JavaScript settings in your browser's preferences which is usually found in the Edit menu. Site Analytics Cookies - We use analytic cookies on our site to better understand how our customers are using our site so we can continually improve and optimise.

**5. Data Protection:** IHC Ltd complies with and is registered under the Data Protection Act. You may see the personal data that we hold on you by sending a written request to: Customer Services, IHC Ltd., Premier Way, 8-9 The Quadrangle, Romsey, Hampshire, SO51 9DL.

**6. Data Sharing with Distribution Partners:** ASP products are sold in the UK to exclusive regional distribution partners. In order for ASP products to be sold online direct to our salon customers we operate a transparent commercial framework with our distribution partners, as such we share sales data within the exclusive regions, including salon name and salon address. If you would like to see the list of distribution partners we work with these can be found via our trade locator - [ASPhair.com/trade-locator](http://ASPhair.com/trade-locator).

We are committed to protecting the information we collect from you, which we use to enhance your experience of using our site and to provide you with the merchandise and services you request from us. The above section of our privacy policy enables you to understand how we retain and use your personal information. You can at any time change and update the information you have provided by logging into 'my account.'