

## Privacy Statement The Peeling Company

Your privacy is respected by us. The Peeling Company strives to ensure your privacy as well as possible and will treat the information you provide us confidentially. When processing personal data, we take into account the applicable laws and regulations in the area of privacy. In this privacy statement we inform you about the way we handle your data.

We encourage you to read this Privacy Statement carefully. For questions you can always contact [info@thepeelingcompany.nl](mailto:info@thepeelingcompany.nl)

### Who is The Peeling Company?

The Peeling Company is a Private Company based at Van Baerlestraat 101H, 1071AV in Amsterdam. Registered in the trade register of the Chamber of Commerce under number 68705476.

Telephone number: 0203316235 / Email: [info@thepeelingcompany.nl](mailto:info@thepeelingcompany.nl) / Website: [www.thepeelingcompany.com](http://www.thepeelingcompany.com)

### Why does The Peeling Company need personal information?

We process your personal data to be able to contact you by telephone if you request it, and / or to be able to contact you in writing (by e-mail and / or by mail) if you can not be reached by telephone. We use the personal and medical data provided by you in the context of carrying out a treatment plan agreed with you. We only keep and use the personal data that is entered by you directly or of which it is clear that it is provided to us to process.

### Personal data that we process

Below you will find an overview of the purposes for which The Peeling Company processes personal data about you. In doing so, it is always indicated which data The Peeling Company uses for that specific purpose, which is the legal basis for processing that data and for how long the data are retained by The Peeling Company. To keep things organized, we have grouped everything by type of data stream.

### Services, customer management and financial administration

#### Purpose: To provide the service itself

- Data: Name and address details, E-mail address, Telephone number, Date of birth, Data required to provide the service, Data generated during the service.
- Basis: Execution of the agreement
- Retention period: 15 years according to the WBGO Act

#### Purpose: Making an appointment (online and / or by telephone) confirmation- and reminder email

- Data: Name and address details, E-mail address, Telephone number.
- Basis: Unambiguous consent
- Retention period: As long as necessary for this purpose

#### Purpose: Financial Administration

Data: Name and address details, E-mail address, Telephone number, Date of birth,

- Basis: Legal obligation
- Storage period: 15 years according to the WBGO Act

#### Purpose: Invoicing

- Data: name and address details, e-mail address, date of birth, data generated during the service
- Basis: Implementation of the agreement
- Retention period: As long as necessary for this purpose

#### Purpose: Handling complaints

- Data: Name and address details, E-mail address, Dossier data, Data generated during the service, Data required to provide the service.
- Basis: Execution of the agreement
- Retention period: 15 years according to the WBGO Act

Purpose: Management of orders

- Data: Name and address details, E-mail address, Telephone number, Delivery address, Invoice address Payment details, Order number.
- Basis: Implementation of the agreement
- Storage period: As long as necessary for these purposes.

**Marketing**

Purpose: Newsletter

- Data: Name, E-mail address
- Basis: Justified interest
- Retention period: As long as necessary for this purpose

Purpose: Loyalty program

- Data: Name and address details, E-mail address, Telephone number, Date of birth, Order history, Postal and billing address.
- Basis: Justified interest
- Retention period: As long as necessary for this purpose

Purpose: Social marketing

- Data: Name and address details, E-mail address, Telephone number, Order history.
- Basis: Justified interest
- Retention period: As long as necessary for this purpose

**Website:**

Purpose: Website Analytics Gegevens: Surfgedrag en Locatie.

- Basis: Justified interest
- Related interest: Commercial interest
- Storage period: As long as necessary for this purpose

Purpose: Posting messages and reviews

- Data: Name and content of the message.
- Basis: Unambiguous consent
- Retention period: As long as necessary for this purpose

Purpose: Offer an account

- Data: Name and address details, e-mail address, content of the message.
- Basis: Implementation of the agreement
- Retention period: As long as necessary for this purpose

**Special and / or sensitive personal data that we process**

Health:

- Only medical data that are necessary to be able to perform the service safely. Data required to provide the service, Data generated during the service.
- Basis: Unambiguous consent
- Storage period: 15 years according to the WBGO Act

Race:

- With our skin scanner (Observ) we will prepare a picture of the treatment area before your first treatment during the intake interview, in order to be able to map out your treatment request. By taking this photo, according to the law, your variety is automatically recorded.
- Basis: Unambiguous consent
- Storage period: As long as necessary for this purpose

### **How long does The Peeling Company store your data?**

We will not store your data for longer than is necessary for the purposes described in this privacy statement, unless this is necessary on the basis of a legal obligation. For the storage of your medical data we use the legal retention period of 15 years from the Act on the Medical Treatment Agreement. In addition to the WGBO, we also take into account retention periods that arise from other legislation, if necessary.

### **Sharing personal data to third parties**

The Peeling Company will not sell your information to third parties and will only provide this information if this is necessary for the execution of our agreement with you or to comply with a legal obligation. With companies that process your data in our assignment, we conclude a processing agreement to ensure the same level of security and confidentiality of your data. The Peeling Company remains responsible for these processing operations.

### **Your rights**

Under the European General Data Protection Regulation you have a number of rights with regard to your data and their processing. You have the right to view, change or delete your personal data. In addition, you have the right to withdraw your consent to the data processing or to object to the processing of your personal data by The Peeling Company and you have the right to data portability. This means that you can submit a request to us to send the personal data in a computer file to you or another organization mentioned by you. You can send your request for access, modification, deletion, data transfer of your personal data or request for withdrawal of your consent or objection to the processing of your personal data to [info@thepeelingcompany.nl](mailto:info@thepeelingcompany.nl). To ensure that the request for access has been made by you, we ask you to send a copy of your ID with the request. Make your passport photo, MRZ (machine readable zone, the strip with numbers at the bottom of the passport), passport number and citizen service number (BSN) black in this copy. This is to protect your privacy. We respond as quickly as possible, but within four weeks, at your request.

### **Website visit**

On our website [www.thepeelingcompany.com](http://www.thepeelingcompany.com) general visitor information is kept, including the IP address of your computer and the date / time you visit the website. In addition, your behavior is recorded of clicks / visits from different pages within our website. This data is used for analyzes of visit and click behavior. We use this information to improve the operation of the website and optimize pages. These data are anonymized as much as possible and are not provided to third parties.

### **Cookies, or similar techniques, that we use**

The Peeling Company only uses technical and functional cookies. And analytical cookies that do not infringe your privacy. A cookie is a small text file that is stored on your computer, tablet or smartphone when you first visit this website. The cookies we use are necessary for the technical operation of the website and your ease of use. They ensure that the website works properly and remember, for example, your preferences. We can also optimize our website with this. You can opt out of cookies by setting your internet browser so that it does not store cookies anymore.

### **References to third party websites**

In order to be of service to you, we have included references on our websites to websites of third parties. We would like to draw your attention to the fact that when you visit these websites, the conditions from the privacy statements of these third parties apply. We encourage you to read the privacy statements of these websites before you use them further

### **How we protect personal data**

The Peeling Company takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized modification. The website of The Peeling Company uses a reliable SSL Certificate to ensure that your personal data do not fall into the wrong hands. If you have the impression that your data are not secure or that there are indications of abuse, please contact our customer service or via [info@thepeelingcompany.nl](mailto:info@thepeelingcompany.nl).

### **Submit a complaint to the Authority for personal data**

In the unlikely event that you are not satisfied with the way in which we handle your data, you can submit a complaint about this to the Dutch Data Protection Authority. The contact details of the Authority for personal data can be found here: <https://autoriteitpersoonsgegevens.nl/nl/zelf-doen/privacyrechten/klacht-over-gebruik-persoonsgegevens>

### **Changes to this privacy and cookie statement**

We reserve the right to amend this privacy statement. These changes will be announced via our practice website. We therefore recommend that you consult this statement regularly so that you are aware of any changes.

### **Our contact information**

Do you have any questions or comments after reading this privacy statement? Then you can contact us via the contact details below:

*The Peeling Company*

*Van Baerlestraat 101H*

*1071AV, Amsterdam*

*Tel: 0203316235*

*Email: [info@thepeelingcompany.nl](mailto:info@thepeelingcompany.nl)*

*Contactperson; Sylvana van Amerongen*