



# SALONGENIUS Privacy Statement

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Your privacy is important to us. This statement explains what personal data SALONGENIUS as a Company collects from our Customers, how we use that data and your rights regarding that data.

When you, the Customer, is asked to provide personal data, you may of course decline. But if you choose not to provide personal data that is necessary for us to provide a contractual obligation for a service, product or feature you have requested, we may not be able to provide you the use of that service, product or feature.

Unless otherwise stated, SALONGENIUS is a Data Controller for personal data we collect through the processes noted in this statement used to meet the contractual obligations that SALONGENIUS enters into with a Customer (Data Subject) and for the legitimate interests pursued by SALONGENIUS.

This Statement includes the following sections:

- [What Personal Data We Collect](#)
- [How We Use Personal Data](#)
- [Access to Your Personal Data](#)
- [Sharing Your Personal Data](#)
- [Security of Personal Data](#)
- [Retention of Personal Data](#)

Our trading address is SALONGENIUS, 6 Dean Park Crescent, Bournemouth, BH1 1HL, UK.

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SALONGENIUS is a trading name of Mascolo Support Systems Ltd.

Registered office is 58-60 Stamford Street, London, SE1 9LX Company No: 03395996 and registered with the Information Commissioner No: **Z6841606**

If you have a technical or support question, please email [support@salongenius.com](mailto:support@salongenius.com) for assistance.

If you have a privacy concern or a question for the Data Protection Officer please contact John Miller ([john.miller@mascolo.co.uk](mailto:john.miller@mascolo.co.uk)), or by using our [Web form](#).

We will respond to questions or concerns within 30 days.



## What Personal Data We Collect

**Name and contact data.** We collect your Title, first and last name, email address, postal address, phone numbers, and other similar contact data, including your preferred method of contact and similar permissions.

**Demographic data.** We collect data about you such as your country, and preferred language.

**Payment data.** We handle, but do not store, only that data necessary to process your payment if you make purchases, such as credit card number, and the security code associated with your payment instrument, or bank sort code and account number. The equipment used to process credit/debit card payment is fully PCI compliant.

**Online Credentials.** We collect passwords, password hints, and similar security information used for online authentication and account access.

**Device and Usage data.** We collect data about your device and how you and your device interact with SALONGENIUS in the use of our products. For example, we collect:

- **Support Troubleshooting and Help Data.** When you engage SALONGENIUS for support troubleshooting and help, we collect data about the caller and the hardware, software, and other details related to the incident. Such data includes contact data, the content of conversations, chats and other communications with SALONGENIUS, data about the condition of the machine and the application when the fault occurred and during diagnostics, and system and registry data about software installations and hardware configurations.
- **Device, connectivity and configuration data.** We collect data about your device and the network you use to connect to our products. It includes data about the operating systems and other software installed on your device, including product keys. It also includes IP address, device identifiers, regional and language settings.
- **Error reports and performance data.** We collect data about the performance of our products and any problems you experience with them. This data helps us to diagnose problems in our products you use, and to improve our products and provide solutions. Depending on your product and settings, error reports can include data such as the type or severity of the problem, details of the software or hardware related to an error, contents of files you were using when an error occurred, and data about other software on your device.

**Content.** We also collect information you provide to us and the content of messages you send to us, such as web leads requests, telephone voicemails, emails, feedback and product reviews you write, or questions and information you provide for customer support. When you contact us, such as for customer support, phone conversations, emails or online chat sessions with our representatives may be monitored and recorded.

**Data from Third Parties.** We may also obtain data from third parties. These third-party sources vary over time, but have included:

- Data brokers from which we purchase demographic data and/or mailing lists to supplement the data we collect.
- Social networks when you interact with our public social networks such as Facebook.
- Partners with which we offer co-branded services or engage in joint marketing activities, and
- Publicly-available sources such as open government databases or other data in the public domain.

When we first contact you, we will make you aware of this Privacy Statement and ask you to confirm consent to our use of your personal data.



## How We Use Personal Data

SALONGENIUS uses the data we collect for three basic purposes

1. to operate our business and provide and improve the products we offer
2. to send communications, including promotional communications
3. to show in the advertising of our own products but not in products offered by third parties.

**Providing and improving our products.** We use data to provide and improve the products we offer and perform essential business operations. This includes operating the products, maintaining and improving the performance of the products, developing new features, conducting research, and providing customer support. Examples of such uses include the following:

- **Providing the Products.** We use personal data to carry out your transactions with us and to provide our services and products to you.
- **Customer support.** We use personal data to diagnose product problems, repair customers' devices, and provide other customer care and support services.
- **Product activation.** We use personal data to activate and licence software and devices that require activation.
- **Product Improvement.** We use personal data to continually improve our products, including adding new features or capabilities. For example, we use error reports to improve security features and usage data to determine what new features to prioritise.
- **Security, Safety and Dispute Resolution.** We use personal data to protect the security and safety of our products and that of our customers, to detect and prevent fraud, to confirm the validity of software licenses, to resolve disputes and enforce our agreements. Our security features and products, if installed, can disrupt the operation of malicious software and notify users if malicious software is found on their devices.
- **Business Operations.** We use personal data to develop aggregate analysis and business intelligence that enable us to operate, protect, make informed decisions, and report on the performance of our business.

**Communications.** We use personal data we collect to communicate with you and personalise our communications with you. For example, we may contact you by phone or email or other means to inform you when a subscription is ending, discuss your licensing account, let you know when updates are available, remind you about an event, update you or inquire about a service or repair request, invite you to participate in a survey, or tell you that you need to take action to keep your account active. Additionally, you can choose whether you wish to receive promotional communications from SALONGENIUS by email or physical mail, and telephone.

**Advertising.** SALONGENIUS does not use what you say in email, chat, video calls, social media or voice mail, or your documents, photos or other personal files for our own advertising purposes without first seeking your specific consent for that sole purpose.

## Access to Your Personal Data

You have choices and rights about the personal data we collect and use. A summary of your rights include:

- You have the right to withdraw consent to our processing your personal data at any time.
- You also have the right to your personal data being corrected, erased, and/or restricted in its processing at any time.
- You have the right to see all the personal data we hold for you at any time through our normal subject access procedures.
- You have the right to lodge a complaint with a supervisory authority



## Sharing Your Personal Data

SALONGENIUS will only share your necessary personal data with third parties, such as hardware suppliers, software suppliers, Partners with which we offer co-branded services, Partners we use to offer alternative finance options, or Goods delivery operators as required to provide the services and products we offer.

SALONGENIUS does not share any personal data with third parties for direct marketing purposes.

## Security of Personal Data

SALONGENIUS is committed to protecting the security of your personal data. We use a variety of security technologies and procedures to help protect your personal data from unauthorized access, use or disclosure.

For example, we store the personal data you provide on a Microsoft cloud-based Dynamics 365 Customer Relationship Management system, which employs role-based access and security.

For further information regarding the compliance, security and Privacy of Dynamics 365 please refer to <https://www.microsoft.com/en-us/trustcenter/cloudservices/dynamics365>

Access to Company computer systems requires individual security and further access to use Dynamics 365 to access personal data requires additional individual security. All computers are maintained in controlled offices.

Structured manual personal data is held securely, scanned electronically for secure storage and then destroyed unless the original is required for legal purposes.

If there is a need to transmit highly confidential data over the Internet, we protect it through the use of encryption.

We do not transfer your personal data to a third country.

## Retention of Personal Data

SALONGENIUS retains personal data for as long as necessary to provide the services, products and fulfil the transactions you have requested, or for other essential purposes such as complying with our legal obligations, resolving disputes, and enforcing our agreements.

- Your personal data will be retained and maintained while you remain a customer of SALONGENIUS, to maintain and improve the performance of your services and products, providing appropriate customer service support, and maintaining appropriate business and financial records.
- When your Software Support Agreement expires, basic personal data will be retained to enable your software Licence to continue operation within the limitations of that Licence. Only if you notify us that you have ceased using our software, will we erase your Licence and the personal data held with it.
- If you have provided consent for a longer retention period, we will retain your personal data in accordance with your consent.
- SALONGENIUS is required by law to retain financial transactions details for a minimum of 7 years, therefore the personal data related to those transactions will also be retained for 7 years. After that time, business summary information will be generated and retained and personal data erased.
- Personal Data will otherwise only continue to be retained while there is an ongoing dispute or other legal requirement on SALONGENIUS to do so.