

AuraLuxe Privacy Policy

Updated: June 2025

At AuraLuxe, we respect your privacy and are committed to protecting the personal information you share with us. This policy explains what data we collect, how we use it, and your rights under GDPR.

1. Who We Are

AuraLuxe is a professional beauty and education brand providing accredited training, treatments, and retail products. Our website is www.auraluxe.ie.

Contact for privacy concerns: ✉ auraluxebeautypro@gmail.com

2. What Data We Collect

We collect personal data in the following ways:

- When you book treatments or courses
- When you purchase products or subscriptions
- When you sign up to our mailing list
- When you fill out consultation or patch test forms
- When you visit our website

Data we may collect includes:

- Full name and contact information
- Course or treatment booking details
- Delivery address and billing information
- Email and phone number for marketing or reminders
- Skin/health conditions, allergies, medications (for safety)
- Notes from consultations and patch tests
- IP address, device type, browsing activity (via cookies)

3. How We Use Your Data

We collect and use your data for:

- Booking confirmations and appointment reminders
- Sending course content, access links, or certificates
- Delivering products you order online
- Keeping you informed about offers, new courses, and updates (if you opt-in)
- Ensuring safe treatments based on allergies or medical conditions
- Internal training and quality assurance

4. How We Store and Protect Your Data

- Data is stored securely on trusted platforms like **Wix**, **Stripe**, and **Revolut**.

- Paper files (e.g., patch test forms) are stored in locked files on-site.
- We implement secure passwords, device protections, and limited staff access.
- Sensitive data is only kept for as long as legally necessary.

5. Marketing & Communication Preferences

- You will only receive marketing emails if you **explicitly opt-in** via our Wix form or purchase form.
- You may unsubscribe at any time by clicking the link in any email or contacting us directly.
- WhatsApp or SMS communications are used for customer support, reminders, and student updates.

6. Sharing Your Data

We do **not sell or rent** your data.

We only share data with:

- Payment processors (e.g., Stripe, Klarna, Revolut)
- Wix (website + email platform)
- WhatsApp (client communication)
- Courier services (for product delivery)

All third-party providers we use are GDPR-compliant.

7. Cookies & Website Tracking

Our website uses:

- **Cookies** to help it function and remember preferences
- **Google Analytics** and **Wix Analytics** to understand visitor behavior
- **Facebook Pixel** for ad tracking and marketing

You can control or disable cookies in your browser settings.

8. Your Rights Under GDPR

You have the right to:

- Access any personal data we hold about you
- Request correction or deletion of your data
- Withdraw consent for marketing or processing
- File a complaint with the Data Protection Commission (Ireland)

To request any of the above, email us at ✉ auraluxebeautypro@gmail.com.

9. Updates to This Policy

We may update this privacy policy from time to time. Any changes will be posted on this page, and the "Last Updated" date will reflect the revision.