# Privacy Policy – Aura Luxe / American Beauty Academy Ireland

Effective Date: June 01, 2025

1. Who We Are  
We are American Beauty Academy Ireland and Aura Luxe, offering training, beauty services, and cosmetic products. We are committed to protecting your data in compliance with GDPR.  
  
2. What Personal Data We Collect  
We may collect:  
- Name, phone, email, and address (for bookings or delivery)  
- Payment details (processed securely via Stripe/Revolut)  
- Course activity, quiz results, and progress for certification  
- Photos or videos for training or marketing purposes (with consent)  
  
3. How We Use Your Data  
- To process bookings, payments, and orders  
- To manage your training progress and certification  
- To contact you with relevant updates (if you opt-in)  
- To provide customer support  
  
4. Marketing  
You may choose to opt-in to our mailing list. You can unsubscribe anytime via the footer of our emails or by contacting us.  
  
5. Data Security  
We take reasonable steps to protect your data using SSL encryption and password-protected systems. Access to student data is restricted to trainers and administrators.  
  
6. Sharing Your Data  
We do not sell your data. We only share it with:  
- Payment processors (e.g., Stripe)  
- Awarding bodies (e.g., VTCT, ITEC) for certification purposes  
  
7. Your Rights  
Under GDPR, you have the right to:  
- Access your personal data  
- Request corrections  
- Request data deletion (unless required for legal reasons)  
  
8. Cookies  
Our site may use cookies to improve your browsing experience and site analytics. You can control this through your browser settings.  
  
9. Contact  
To exercise your data rights or if you have privacy questions:  
Email: privacy@americanbeauty.ie  
Address: The Mall, Riverside Way, Midleton, County Cork, Ireland