

# Hair100 Hair Colour Match App

## Privacy Policy

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*Effective Date: 16 January 2026*

*Last Updated: 16 January 2026*

### 1. Information We Collect

- Photo Data – Photos you upload or capture are processed for colour matching.
- Usage Data – Device type, interactions, and match results may be collected to improve performance.
- No payment data – Purchases occur on external store websites.

### 2. How We Use Your Data

- To provide colour matching functionality.
- To improve the App's accuracy and user experience.
- To ensure security and prevent misuse.

Legal bases under UK GDPR:

- Consent – For processing your uploaded photos.
- Legitimate Interest – For improving and securing the App.

### 3. Retention

- Uploaded photos are processed temporarily and deleted after the colour match is complete, unless you choose to save them.
- Usage data may be retained in anonymised form for analytics purposes.

### 4. Sharing

We do not sell or rent your personal data. We may share limited data:

- With service providers (e.g., hosting servers).
- When required by law or regulators.

## 5. International Transfers

If we transfer your data outside the UK, we will ensure adequate safeguards are in place, such as UK-approved standard contractual clauses.

## 6. Security

We use appropriate technical and organisational measures to protect your data.

## 7. Your Rights (UK GDPR)

You have the right to:

- Access your personal data.
- Request correction or deletion.
- Withdraw consent at any time (for photos).
- Object to processing.
- File a complaint with the UK Information Commissioner's Office (ICO).

## 8. Children's Privacy

The App is not directed at children under 16.

## 9. Changes

We may update this Privacy Policy from time to time. We will notify you of significant changes within the App.

## 10. Data Controller

The data controller is Qin Dynasty Ltd, registered in the United Kingdom.

## 11. Contact

For privacy questions, contact us at [shop@hair100.co.uk](mailto:shop@hair100.co.uk).

This Privacy Policy explains how Hair100 (a brand operated by Qin Dynasty Ltd) collects and processes your personal data under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.