



# PRIVACY POLICY

## Genies Touch Privacy Policy

**Last Updated: 9 June 2026**

Welcome to Genies Touch ("we", "our", "us").

Genies Touch is committed to protecting and respecting your privacy in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Privacy and Electronic Communications Regulations (PECR), and other applicable UK privacy laws.

## 1. Business Information

### Genies Touch

The Sanctuary  
6 Tilia Road  
Clapton  
London  
E5 8JB

Email: [empressgenie@icloud.com](mailto:empressgenie@icloud.com)

Telephone: +44 75850 866755

Website: [www.geniestouch.co.uk](http://www.geniestouch.co.uk)

## 2. Information We Collect

We may collect and process the following personal information:

## **Identity Information**

- Full name
- Date of birth (where relevant to treatment suitability)

## **Contact Information**

- Email address
- Telephone number
- Home address
- Appointment location

## **Booking Information**

- Appointment details
- Service preferences
- Booking history

## **Wellness and Health Information**

To provide massage, beauty, and wellness services safely, we may collect limited health-related information, including:

- Allergies
- Skin sensitivities
- Medical conditions relevant to treatments
- Injuries or contraindications
- Pregnancy status where relevant

This information is treated as Special Category Data under UK GDPR.

## **Technical Information**

When you visit our website, we may collect:

- IP address
- Browser information
- Device information
- Website usage data
- Cookie preferences

## **3. How We Collect Information**

We collect information when you:

- Complete website enquiry forms
- Book appointments
- Contact us by email, telephone, or social media

- Complete consultation forms
- Use our website
- Subscribe to marketing communications

## 4. Legal Basis for Processing

We process your information under one or more of the following lawful bases:

### Contractual Necessity

To:

- Manage bookings
- Deliver services
- Process payments
- Respond to enquiries

### Consent

For:

- Marketing communications
- Health consultation forms
- Optional customer feedback

### Legitimate Interests

To:

- Improve services
- Prevent fraud
- Manage customer relationships
- Ensure business security

### Legal Obligations

To:

- Comply with tax laws
- Meet regulatory requirements
- Respond to lawful requests

## 5. How We Use Your Information

We use personal information to:

- Provide beauty, massage, and wellness services

- Manage appointments
- Confirm bookings
- Process deposits and payments
- Maintain treatment records
- Communicate with customers
- Improve customer experience
- Ensure client safety
- Comply with legal obligations

## **6. Special Category Health Data**

Where health information is collected, we process it only when necessary to:

- Assess treatment suitability
- Protect your health and safety
- Comply with professional obligations

We maintain appropriate safeguards to protect sensitive information.

## **7. Marketing Communications**

We may send marketing communications where:

- You have expressly consented; or
- We are legally permitted to do so.

You may withdraw consent at any time by contacting us or using the unsubscribe option provided.

## **8. Sharing Your Information**

We do not sell personal information.

Information may be shared with:

- Payment providers
- Website hosting providers
- Professional advisers
- Regulatory authorities where legally required

All third parties are required to maintain appropriate security measures.

## **9. Data Retention**

We retain personal information only for as long as necessary.

Typical retention periods:

- Customer records: up to 6 years
- Financial records: 6 years minimum
- Marketing preferences: until withdrawn

Health consultation records may be retained longer where required for legal protection or professional standards.

## **10. Security**

We implement appropriate technical and organisational measures including:

- Password protection
- Secure storage systems
- Restricted access
- Staff confidentiality obligations
- Secure disposal procedures

All employees undergo appropriate vetting and background checks before working with clients.

## **11. Home Visits and Security Information**

Where home services are provided, we may collect:

- Access instructions
- Entry codes
- Alarm information

This information is used solely for the delivery of booked services and is stored securely. Access is restricted to authorised personnel.

## **12. Your Rights**

You have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion of data
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent

To exercise your rights, contact:  
[empressgenie@icloud.com](mailto:empressgenie@icloud.com)

## **13. Complaints**

You may complain to the UK Information Commissioner's Office (ICO):

[Information Commissioner's Office \(ICO\)](#)

## **14. Changes to This Policy**

We may update this Privacy Policy periodically. Updates will be published on our website.