

## Privacy Policy

Last Updated: 09/19/2017

Our Commitment to You: INSPARATIONS DAY SPA LTD., d/b/a InSPArations Day Spa Ltd. Merle Norman Cosmetics ("Merle Norman & InSPArations Day Spa") is dedicated to establishing trust with you, our customer, and to protecting your privacy. All personal identifying information collected by us will be used for the sole purpose of maintaining our relationship with you. Our contact information is as follows:

InSPArations Day Spa Ltd. Merle Norman Cosmetics  
9817-116 Avenue  
Grande Prairie, AB T8V 4B4  
(780) 532-1767  
[www.insparationsgp.com](http://www.insparationsgp.com)

When you sign up for services with Merle Norman & InSPArations Day Spa or make a purchase on our website, you will be asked to provide contact and payment information. The contact information will include your name, address, phone number and email address. The payment information typically includes your credit card number and information necessary to conduct a credit card transaction for the services purchased on our website.

## How Do We Collect Personally Identifying Information?

We either collect personally identifying information ourselves, through registration, sign up or order forms, or we use a third-party to collect that information on our behalf, only as necessary to conduct a transaction. We utilize SpaBoom to provide much of the underlying technology necessary for our website, online gift certificate program, and/or other services. SpaBoom is a service of Sevence, LLC d/b/a SpaBoom, and their contact information is as follows:

Sevence, LLC d/b/a SpaBoom  
317 Commercial Street NE  
Albuquerque, NM 87102  
(800) 940-0458  
[www.spaboom.com](http://www.spaboom.com)

The mission of SpaBoom is to help make the Internet experience wonderful for its customers. The utmost respect, protection and regard for personally identifying information represent a key component of this mission. Therefore, SpaBoom is under contract with Merle Norman & InSPArations Day Spa, and cannot use, resell or make available personally identifying information for any organization except Merle Norman & InSPArations Day Spa or as otherwise explicitly agreed to by you.

For the rest of this Privacy Statement, the words "we," "our," or "Merle Norman & InSPArations Day Spa" shall mean Merle Norman & InSPArations Day Spa, SpaBoom or both.

We collect traffic patterns and information from our web servers, but this information is not combined or used with or in conjunction with personally identifiable information.

We may use cookies or session variables, as necessary, to maintain your session with our servers on a transaction basis. However, we never use cookies or session variables to track your movement outside our web servers or to tie your movement to the personally identifying information we maintain.

We collect third-party personally identifying information when our customers provide us with the email address of a gift recipient (i.e. the lucky recipient of a gift certificate).

### **What Do We Use Personally Identifying Information For?**

We only use personally identifying information to conduct, facilitate or in furtherance of a transaction. For example, we use personally identifying information to charge a credit card for services. We will also send transactional notices to a purchaser and their gift recipient(s), including reminders that a service or gift certificate has not yet been redeemed.

We may, only to support a particular transaction, release your personally identifying information to a third-party, such as a credit card processor, delivery company, or other third-party as would be necessary to complete the transaction with us. If we do this, rest assured that we would only release the minimal information necessary to process the relevant transaction.

If you allow us (i.e. by "opt in" when you sign up or register with us), we may send you polite marketing messages, such as reminders of upcoming holidays or gift giving ideas.

We may aggregate limited demographic information, purchasing behaviors or web traffic patterns. This information will not be tied or traceable to any personally identifying information.

### **What We Do NOT Use Personally Identifying Information For?**

We will never sell, intentionally release or otherwise make available your personally identifying information to third-parties that are not required for a specific transaction that you request, unless otherwise compelled by law or court order.

### **How Do We Protect Your Personally Identifying Information?**

We protect personally identifying information both online and offline. Online, account information is protected by the leading industry standard method of Secure Socket Layer (SSL) encryption. All credit card information is encoded and protected using multiple layers of network security, including firewall protection. Offline, personally identifying information is also protected in our offices. Our employees are well informed about our privacy practices, and access to customer information is restricted to what is

necessary to perform their specific tasks. Moreover, we notify our employees of any changes to our Privacy Statement and corresponding requirements, and we possess policies and procedures to handle privacy complaints and security threats or breaches.

### **How Can I Review or Make Changes to My Personal Information?**

You can review or update your personal information or change the status of your "opt-in" anytime you conduct a transaction with us. Alternatively, you may contact Merle Norman & InSPArations Day Spa via [gpmernorman@telus.net](mailto:gpmernorman@telus.net) or call (780) 532-1767, where we would be happy to assist you.

### **How Are Updates to this Privacy Statement Made?**

You can check this website for changes, and we encourage you to contact us via [gpmernorman@telus.net](mailto:gpmernorman@telus.net) with any questions you have about any changes or any of our policies. Without your express consent, we will never materially change our policies and practices to make them less protective of your personally identifying information.