

# Your Privacy

MYSHAPESTYLIST (aka Cristina Holm) is totally committed to protecting the privacy of app and website users and customers. As an internet user and customer too, I fully appreciate and respect the importance of your privacy on the Internet. I and anyone working on behalf of MYSHAPESTYLIST will not disclose information about you to third parties except where it is part of providing a service to you - e.g. if in the future I arrange for a product to be sent to you and only where I have your express permission to do so.

## Your Consent

MYSHAPESTYLIST will not sell your name, e-mail address, or any other personal information you provide to any third party without your permission, however I cannot be responsible or held liable for the actions of third party sites from which you may have linked or been directed to via the MYSHAPESTYLIST website or app.

## Communication & Marketing

If you have registered for MYSHAPESTYLIST memberships, I may occasionally update you on new services and special offers relevant to your body shape via e-mail.

All MYSHAPESTYLIST website members have the option to opt-out of receiving marketing communications from me. If you do not wish to continue to receive marketing from me, you will be invited to cancel your membership, by simply clicking on the "unsubscribe" link in any email communications which I might send you.

# Cookies

A cookie is a small information file that is sent to your computer, mobile or other device when you visit a website and it will recognize your device on future visits. These types of files do a number of different jobs such as remembering your preferences and chosen items, assisting you to improve your site experience as well as trying to ensure any adverts or offers you see online that may appear from time to time, are more relevant to you. These "cookies" can be divided into 4 types each of which is outlined below:

### Category 1: Strictly Necessary Cookies

These cookies are essential in order to enable the site to provide services you have requested.

### Category 2: Performance Cookies

This type collects anonymous information on how everyone uses my app and website. The data is merged with other users to enable me to improve how my site and app both operate. For example, I am investing in analytical cookies to help understand how users arrive at my website and within the app, to understand how each is browsed to identify areas where I can improve things. For example in the app, I review navigation, preferred screen options and responses to marketing campaigns via push notifications. Importantly, the data stored by these cookies never shows personal details from which your individual identity can be established.

### Category 3: Functionality Cookies

Much like the MYSHAPESTYLIST app remembers your measurements, features and your 'in app' purchases, these cookies remember choices and preferences you make such as language, features and garment styles you like. These can then be used to provide you with an experience more

appropriate with your selections and make your website membership visits more relevant and interesting to you. The information is merged with other users on an anonymous basis to enable me to improve how the app and website operates.

#### **Category 4: Targeting Cookies or Advertising Cookies**

These cookies collect information about your browsing habits in order to make advertising relevant to you and your interests. They remember the websites you have visited and that information can be shared with other parties such as advertisers. However, MYSHAPESTYLIST does not support the use of these cookies in respect to you (and especially for those users who believe these cookies are already in breach of their privacy).

I recommend you change the settings on your browser to prevent these cookies being stored on your computer or mobile device. Your browser "help" section will normally provide details on how to manage the cookie settings.

#### **Site Statistics**

I may disclose statistics that are both merged and anonymous about the number of visitors to my website and users / downloads of the MYSHAPESTYLIST app. This is captured using cookies and code which is embedded in the app and website. Both the cookies and the embedded code provide statistical information about visits to pages on the members' section of the website, the duration of individual page view, paths taken by visitors through the site, data on visitors' screen settings and other general information. MYSHAPESTYLIST uses and stores this type of information, as with that obtained from other cookies used on the app and website, to help me improve my services to users. Further information regarding the way in which this information is obtained and used can be obtained by contacting me.

#### **Protecting Your Security**

By using Apple's 'in app purchase' mechanism, I avoid the need to collect any commercial details associated with app users.

#### **Transfers of Your Information**

The information that I collect from you may be transferred to, and stored at, a destination outside the United States and the European Economic Area ("EEA"). It may also be processed by staff operating outside the 'EEA' working for MYSHAPESTYLIST. Such processing may, for example, be required in order to provide support services.

Unfortunately, the transmission of information via the Internet is not completely secure. I will do my best to protect your personal data, but cannot guarantee the security of data transmitted through my website; therefore any transmission is at your own risk. Once I have received your information, I will follow procedures with security features to try to prevent unauthorized access.

#### **Disclosures of Your Information**

I may disclose your personal information to other companies, however only with your express permission. I may also disclose your personal information to third parties:

- in the event that MYSHAPESTYLIST sells or buys another business or assets;
- if MYSHAPESTYLIST or substantially all of its assets is acquired by a third party, in which case personal data which I hold about my customers may be one of the transferred assets; or
- if I am under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply my terms of; or to protect the rights, property, or safety of MYSHAPESTYLIST, my customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection.

## **Third Party Sites**

My website may contain links to and from other websites and apps relating to business associations, advertisers and other third parties. If you follow a link to any of these websites, please note that they have their own privacy policies and that I do not accept any responsibility or liability for their policies. I recommend you check their policies before you submit any personal data to these websites.

## **Checking Your Details**

If you wish to verify the details you have submitted to MYSHAPESTYLIST, you may do so by contacting me via the address given below. My security procedures mean that I may request proof of identity before I reveal information. This proof of identity will take the form of your e-mail address and membership password submitted upon registration. You must therefore keep this information safe as you will be responsible for any action which I take in response to a request from someone using your e-mail and password. I strongly recommend that you do not use your browser's password memory function as that may permit other people using your device to access your personal information.

## **Contacting Me**

No Place Like Holm Limited (at the address below) is the data controller for the purpose of the Data Protection Act 1998 (the Act).

You have the right to access the information which MYSHAPESTYLIST holds about you and your right of access can be exercised in accordance with the Act. You may lodge an access request for free, but depending upon the personal information you request, I may impose a charge to recover my costs in providing you with details of the information I hold about you. I will notify you of any such charge upon receiving your access request, and confirm whether you wish to proceed and pay such charge.

I am always delighted to hear from users of MYSHAPESTYLIST app and website, even if it is about a problem. I am always grateful for any time you spend sharing your experiences. I use this knowledge to learn and improve my services. Customer satisfaction is (utterly) important to me. I want you to have a great experience within the MYSHAPESTYLIST website, including Style Club membership and to enjoy the benefits of using the app. I also greatly value and appreciate your recommendations of my services to your friends and family. If you have any questions or feedback about this statement, or if you would like me to stop processing your information, please do not hesitate to contact me. I would be delighted to answer any questions you may have.

Please write to me at:

No Place Like Holm Ltd,  
One Forbury Square,  
The Forbury  
Reading  
Berkshire RG1 3EB  
United Kingdom