

NIAMO ALLURE LIMITED

Privacy Policy

Last updated: 20 March 2026

This Privacy Policy explains how Niamo Allure Limited uses and protects your personal data when you use our website, contact us, make a booking, purchase products or gift cards, receive services from us, or otherwise interact with us.

We are committed to handling your personal data lawfully, fairly and transparently.

Who we are

Niamo Allure Limited is the controller of your personal data.

Our registered office is 36 Spring Street, Tyburn, London W2 1JA.

Our company number is 16246471.

Our store address is 2 Spring Street, London W2 3RA.

Our website is <https://www.niamo.uk/>

Our email address is info@niamo.uk.

Our telephone number is 020 7706 4646.

If you have any questions about this Privacy Policy or about how we use your personal data, please contact us using the details above.

What personal data we collect

We may collect your name.

We may collect your date of birth, or confirmation of your age, where this is relevant to bookings or services.

We may collect your contact details, including your email address, postal address and telephone number.

We may collect account details, booking history, appointment preferences, gift card records and loyalty information where applicable.

We may collect payment and transaction information, including payment authorisation details, billing records, refunds, cancellations and chargeback information. We do not generally store full payment card details ourselves where payments are handled by a third party payment processor.

We may collect consultation and treatment information, including allergy information, health information and service notes, where relevant to the safety or suitability of a treatment.

We may collect information you choose to provide through surveys, feedback, reviews, offers or promotions.

We may collect records of communications with us, including emails, messages, enquiries, complaints and call notes.

When you use our website, we may collect technical information such as your IP address, browser type, device information, operating system, website usage data and cookie information.

We may also collect publicly available information where relevant to your dealings with us.

How we collect your personal data

We collect personal data directly from you when you register for an account, make a booking, attend for treatment, buy a product or gift card, complete a consultation form, contact us or update your profile.

We may also collect certain information automatically when you use our website through cookies and similar technologies.

In some cases, we may receive information from third parties such as booking platform providers, payment processors, analytics providers or social media platforms.

How we use your personal data

We use your personal data to manage bookings and provide services to you.

We use your personal data to process payments, issue refunds and manage cancellations or no shows.

We use your personal data to communicate with you, including sending booking confirmations, reminders, replies to enquiries and customer service messages.

We use your personal data to keep treatment records and to assess whether a treatment is suitable and safe for you.

We use your personal data to manage and improve our products, services, website and client experience.

We use your personal data for internal administration, record keeping, business management, fraud prevention and legal compliance.

We may use your personal data to send you news, offers, promotions and information about our products or services where permitted by law.

We may use your personal data to personalise your experience and tailor our communications and services to your preferences.

We may disclose personal data where required by law or where necessary to establish, exercise or defend legal claims.

Our lawful bases for processing

We process personal data where it is necessary to perform a contract with you, or to take steps at your request before entering into a contract. This applies, for example, when we manage bookings, provide services and process payments.

We process personal data where it is necessary to comply with a legal obligation.

We process personal data where it is necessary for our legitimate interests, provided those interests are not overridden by your rights and interests. This may include improving our services, handling complaints, keeping records, protecting our legal position and operating our business efficiently.

Where required, we rely on your consent, particularly in relation to certain marketing activities and certain cookies.

Where we process health information or other special category data, we only do so where there is both a lawful basis under data protection law and an additional condition permitting that processing. The ICO explains that special category data, such as health information, requires extra protection.

Health information

Some treatments require us to ask about allergies, medical conditions, pregnancy, skin issues or other health matters. We only request information that is genuinely relevant to the treatment you are receiving.

We use this information to assess treatment suitability, protect your safety and maintain appropriate consultation and treatment records.

If important health information is not disclosed before treatment, we may be unable to provide the service safely.

Marketing communications

We may send promotional emails or text messages about new products, special offers, promotions or other information which we think may be of interest to you, using the contact details you have provided, where permitted by law.

You may opt out of marketing communications at any time by using the unsubscribe link in an email, replying STOP to a text message where available, or contacting us at info@niamo.uk.

We do not sell your personal data to third parties for their own marketing.

If you opt out of marketing, we may still contact you in relation to bookings, appointments or other essential service matters.

The ICO's PECR guidance applies to electronic marketing by email and text, and organisations must comply with those rules alongside the UK GDPR.

Cookies and similar technologies

Our website may use cookies and similar technologies to make the website function properly, remember your preferences, understand how visitors use the site and improve performance.

Some cookies are strictly necessary for the operation of the website. Other cookies are optional and should only be used with your consent where required by law.

You can choose to accept or reject optional cookies through our website settings or through your browser settings. Please note that disabling certain cookies may affect website functionality.

The ICO states that users must be given clear and comprehensive information about cookies and similar technologies, and that the explanation must be easy to find and understand.

Sharing your personal data

We will not sell, lease or distribute your personal data to third parties for their own marketing purposes unless required by law.

We may share your personal data with third party service providers where necessary for the operation of our business and the provision of our services. This may include payment processors, booking platforms, gift card providers, loyalty providers, website hosting providers, analytics providers, IT support providers and professional advisers.

We may also disclose your personal data where required by law, regulation, court order or official request, or where necessary to establish, exercise or defend legal claims.

Where another organisation processes personal data on our behalf, we require it to do so securely and only in accordance with our instructions.

International transfers

Some of our service providers may process personal data outside the United Kingdom.

Where personal data is transferred outside the United Kingdom, we will take appropriate steps to ensure that it remains protected in accordance with applicable data protection law.

How long we keep your personal data

We keep personal data only for as long as reasonably necessary for the purposes for which it was collected, including for legal, tax, accounting, insurance, complaint handling, fraud prevention and dispute resolution purposes.

Where specific retention periods apply, we may notify you separately or update this Privacy Policy accordingly.

The ICO says a privacy notice should explain how long personal data will be kept, or the criteria used to determine that period.

Your rights

Under UK data protection law, you may have the right to request access to the personal data we hold about you.

You may have the right to ask us to correct inaccurate or incomplete personal data.

You may have the right to ask us to erase your personal data in certain circumstances.

You may have the right to ask us to restrict the way we use your personal data in certain circumstances.

You may have the right to object to certain uses of your personal data, including direct marketing.

You may have the right to request that certain personal data be provided to you in a portable form.

Where we rely on consent, you may withdraw that consent at any time.

If you wish to exercise any of these rights, please contact us at info@niamo.uk. We may need to verify your identity before responding.

Security

We are committed to ensuring that your personal data is secure.

In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we hold.

We also seek to ensure that any third party service provider processing personal data on our behalf is subject to appropriate security obligations.

Links to other websites

Our website or social media may contain links to other websites or platforms.

Once you leave our website or social media pages, we do not have control over the destination site. We are therefore not responsible for the protection and privacy of any information which you provide while visiting those sites, and those sites are not governed by this Privacy Policy.

You should review the privacy policy of any third party site you visit.

Children

Our services and bookings are intended for people aged 16 and over unless a separate policy applies.

Where personal data relating to a child is collected in connection with salon services, we will handle that data in accordance with applicable law and our internal procedures.

Complaints

If you have any concerns about how we handle your personal data, please contact us first and we will do our best to resolve the matter.

You also have the right to make a complaint to the Information Commissioner's Office, which is the UK regulator for data protection matters.

Changes to this Privacy Policy

We may change this Privacy Policy from time to time by updating this page.

Any revised version will take effect from the date it is published on our website.