PRIVACY POLICY

L’Aura – Where Infinity Begins

Last updated: November 2026

1. Introduction

At L’Aura, we value your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, store and protect your personal information when you visit our website, contact us or book a treatment.
We process personal data in accordance with the General Data Protection Regulation (GDPR) and applicable Dutch privacy laws.

2. Who We Are

L’Aura is responsible for the processing of personal data as described in this Privacy Policy.

3. Personal Data We Collect

Depending on your interaction with us, we may collect the following information: Full nameEmail addressTelephone numberAppointment and booking detailsTreatment preferencesRelevant skin or beauty-related information that you voluntarily share with usCommunication and correspondence with L’AuraPayment-related information, where applicable We only collect personal information that is necessary for the purposes described in this policy.

4. How We Use Your Personal Data

We use your personal data to: Manage appointments and bookingsProvide our beauty and skincare treatmentsContact you regarding appointments or changesAnswer questions and enquiriesProvide personalised treatment recommendationsProcess payments and maintain business recordsImprove our services and customer experienceMeet legal and administrative obligations We will not use your personal information for unrelated purposes without a valid legal basis.

5. Health and Treatment Information

Some treatments may require us to ask questions about your skin condition, allergies, sensitivities or other relevant health-related information. This information is only collected when necessary for the safe and appropriate performance of a treatment.
As health information is considered sensitive personal data under the GDPR, we will only process it when a valid legal basis and an applicable GDPR exception allow us to do so.

6. Legal Basis for Processing

We process personal data based on one or more of the following legal grounds: **Contract:** To manage bookings and provide requested treatments.**Legal obligation:** To comply with applicable legal and administrative requirements.**Consent:** Where you have given permission, for example for certain optional communications or the use of photographs.**Legitimate interests:** To manage and improve our business, where these interests do not override your privacy rights.

7. Sharing Your Personal Data

L'Aura does not sell or rent your personal data to third parties. We may share necessary information with trusted service providers who support our business, such as: Website hosting and website management providersAppointment and booking platformsPayment service providersAccounting and administrative service providers These providers may only process personal data where necessary for their services and subject to appropriate data protection arrangements. We may also disclose information where required by law.

8. Photographs and Social Media

We may wish to take photographs of treatment results for our portfolio, website or social media channels. Photographs that can identify you will only be used with your prior permission. You are free to refuse permission, and this will not affect your treatment.
You may withdraw your permission for future use at any time.

9. Data Retention

We do not retain personal data longer than necessary for the purposes for which it was collected. Certain information may need to be retained for longer periods to comply with legal, tax or administrative obligations. When personal data is no longer required, it will be securely deleted or anonymised.

10. Cookies and Website Data

Our website may use cookies and similar technologies to ensure the website functions properly and to improve your browsing experience. Some cookies may be placed by third-party services integrated into our website.
Where required, we will ask for your consent before placing non-essential cookies. You can manage your cookie preferences through the available cookie settings on our website.

11. Data Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, misuse or disclosure. Access to personal information is limited to those who need it for legitimate business purposes.

12. Your Privacy Rights

Under the GDPR, you have the right to: Request access to your personal data.Request correction of inaccurate information.Request deletion of your personal data, where legally permitted.Request restriction of processing.Object to certain types of processing.Request data portability, where applicable.Withdraw your consent at any time, where processing is based on consent. To exercise your rights, please contact L'Aura directly. You also have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens): autoriteitpersoonsgegevens.nl.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business, services or legal obligations. The latest version will always be available on our website.

14. Contact

If you have any questions about this Privacy Policy or how we handle your personal data, please contact L’Aura directly.

Thank you for trusting L’Aura with your personal information.

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