



Privacy Statement

NoukStyle is based in Voorhout and registered with the Dutch Chamber of Commerce under number 57515921. NoukStyle is responsible for the processing of personal data as described in this privacy statement.

Contact details:

www.NoukStyle.nl

Registered business address: Available on request

Correspondence address: Julianalaan 54, 2215 HD Voorhout

Telephone: +31624686752

Anouk van Emmerik is the contact person for questions about NoukStyle's processing of personal data. You can reach her at anouk@noukstyle.nl.

1. Personal data we process

NoukStyle processes your personal data because you use our services and/or because you provide these data to us yourself.

2. Below is an overview of the personal data we process

- First and last name
- Address details
- Telephone number
- Email address
- Appointment and booking details, including the wedding date, wedding location and the time by which you would like to be ready
- Your preference for a telephone or video call.
- Correspondence and information you share with us for the preparation and performance of the assignment.
- Photographs of the trial session and details of the agreed styling, products used and services performed.

3. Special categories of personal data and/or sensitive personal data we process

- Health data

Where necessary for your treatment, we may record information about allergies, sensitivities and relevant skin or eye conditions. We ask for your explicit consent beforehand. We ask for separate consent to retain this information for reasonably anticipated follow-up treatments.

We use this information solely to take your particular circumstances into account during treatment. We do not use these data for portfolio purposes or publication. You can withdraw your consent by emailing anouk@noukstyle.nl. Further information about retention is provided in section 6.



- Minors

Our website is not specifically directed at children under the age of 16. When we process minors' personal data, we assess what consent or involvement of a parent or legal representative is required. Do you believe we are processing a minor's data unlawfully? Please contact us at anouk@noukstyle.nl so that we can investigate and, where necessary, correct or delete the data.

4. Purposes and legal bases for processing personal data

NoukStyle processes personal data for the following purposes:

- Responding to enquiries and preparing bookings: to provide information at your request and make arrangements before entering into an agreement. The legal basis is taking steps at your request prior to entering into an agreement.
- Providing our services: to schedule bookings, maintain contact with you and perform the agreed services. The legal basis is performance of the agreement.
- Invoicing and handling payments: for performance of the agreement.
- Keeping legally required records: to comply with tax and administrative obligations. The legal basis is a legal obligation.
- Portfolio and presentation of our work: with your separate, prior consent, we use selected photographs for our portfolio and, where consent has been given for this, on our website and social media. We record the uses for which you give consent. Giving consent is voluntary and does not affect the services provided.

You can withdraw your consent by emailing anouk@noukstyle.nl.

Withdrawal does not affect the lawfulness of use before withdrawal.

- Recording the agreed bridal look: during the trial session, we take photographs of the hair and make-up to record the agreed look and prepare for its creation on the wedding day. Insofar as these photographs are necessary for the agreed services, we process them on the basis of performance of the agreement.
- Recording styling arrangements: to record the agreed look, products used and services performed for the preparation and performance of the assignment. The legal basis is performance of the agreement. Health data are subject to the separate arrangements in section 3.
- Handling product sales and orders: to process sales of hair products, make-up and jewellery, handle payments and deliver products where necessary. The legal basis is performance of the purchase agreement. We process data needed for legally required records on the basis of a legal obligation.
- Requesting feedback on our services: after a completed assignment, we may occasionally ask about your experience or invite you to write a review by email or WhatsApp. Our legitimate interest is assessing and improving our services. Responding is voluntary. You can let us know that you no longer wish to receive such requests.
- You are not obliged to provide personal data to us. If you do not provide data necessary to respond to your enquiry or perform the agreement, we may be unable to handle your enquiry or provide the agreed services. Data for optional purposes, such as portfolio use, are not required to become a client.



5. Automated decision-making

NoukStyle does not make decisions based on automated processing that have significant or similarly substantial effects on individuals. This concerns decisions made by computer programs or systems without human involvement, for example without involvement by a NoukStyle employee.

6. How long we retain personal data

NoukStyle does not retain your personal data for longer than strictly necessary to achieve the purposes for which the data are collected.

- Enquiries that do not result in a booking

We retain personal data and correspondence relating to an enquiry that does not result in a booking for a maximum of twelve months after the last contact. We then delete them, unless further retention is necessary for an ongoing dispute or a legal obligation.

- Client notes and correspondence for booked assignments

We retain data about the preparation and performance of a booked assignment, including ordinary styling notes, correspondence and trial-session photographs without a separate portfolio purpose, for a maximum of two years after completion of the assignment, insofar as needed for aftercare and follow-up questions.

We delete data earlier if they are no longer needed. In the event of an ongoing complaint or dispute, we retain only the data necessary for that matter for as long as needed. This period does not apply to tax records, health data or portfolio photographs, which are subject to separate retention periods.

- Tax records

We retain invoices, payment details and other data forming part of our legally required records for the applicable statutory tax retention period. For basic tax records, this period is generally seven years. If a longer statutory retention period applies to certain data, we observe that period.

This retention obligation does not automatically apply to all client data. Separate retention periods apply to photographs, health data and other client notes, among other things.

- Health data

With your explicit consent, we retain only the allergy and sensitivity data necessary for your treatment and reasonably anticipated follow-up treatments.

We periodically assess whether retention is still necessary. In doing so, we consider the time since the last treatment, any follow-up appointments, your previous pattern of visits and whether the information is up to date. Once further retention is no longer necessary, we delete the data.

At each follow-up treatment, we check that the information is still correct. You can withdraw your consent to retention by emailing anouk@noukstyle.nl. We then delete the data, unless further retention is necessary and legally permitted, for example for a specific legal claim.



- Portfolio photographs

We retain selected photographs for which separate consent for portfolio use has been given for as long as they remain relevant and necessary for that purpose and consent has not been withdrawn. We periodically assess whether the photographs are still needed for this purpose.

After withdrawal, we stop the use for which consent has been withdrawn and remove the photographs concerned from our portfolio and our own publication channels. Withdrawal does not affect the lawfulness of earlier use.

7. Sharing personal data with third parties

NoukStyle uses external service providers for administration, appointment scheduling, communication and retention of client information. Personal data are processed insofar as necessary for the purpose concerned.

- Showit: for building and hosting our website and technically processing and forwarding enquiries submitted through the website form. The submitted data are sent to our business Gmail account within Google Workspace.
- Moneybird: for preparing and processing quotations and invoices and maintaining financial records.
- Our bookkeeper: has access to our Moneybird records for bookkeeping work and tax obligations.
- Calendly: for scheduling and preparing introductory consultations. We process your name, email address, telephone number, the wedding date and location you provide, your preference for a telephone or video call, and appointment details.
- WhatsApp: for introductory consultations and communication with clients. Telephone numbers and shared messages and files, among other things, are processed.
- Google Workspace; Gmail, Google Calendar and Google Drive: for business email communication, including receiving and responding to website enquiries, scheduling and managing appointments and storing documents relating to enquiries and assignments.
- Google Photos: for storing and sharing trial-session photographs. We share the album concerned with the client and, where necessary for an agreed replacement, with the professional taking over the assignment. When an album link is used for sharing, anyone who has the link can view the photographs. The link can be forwarded.
- reMarkable: for digital client notes on the tablet, which are synchronised with the reMarkable app on the phone.
- In the event of an agreed replacement, we share only the information the replacement professional needs to perform the assignment. Additional conditions apply to health data.
- We may also disclose data where legally required to do so. Recognisable client photographs are published for portfolio, website or social media purposes only within the scope of the separate consent given.
- Processing outside the European Economic Area

Through the use of external service providers, personal data may be processed outside the European Economic Area (EEA), including in the United States.

Calendly states in its data processing terms that personal data are processed in the United States and other countries. For transfers to the United States, Calendly relies on the EU–US Data Privacy



Framework. Its terms include European Commission Standard Contractual Clauses as a fallback mechanism.

For Google Workspace, the data processing terms describe international processing and the use of applicable transfer mechanisms, including Standard Contractual Clauses or a recognised alternative.

You can request information about the processing of your data outside the EEA and the applicable transfer safeguards by emailing anouk@noukstyle.nl.

8. Cookies or similar technologies we use

NoukStyle has not configured Google Analytics, advertising pixels or other tracking and marketing tools through Showit's integration settings.

According to information provided by Showit, the website platform itself does not place cookies on the devices of visitors to our website. External components may process personal data or use cookies and similar technologies. Where consent is required, these components may be loaded only after consent has been given.

9. Accessing, correcting or deleting data

You can ask NoukStyle for access to your personal data, correction of inaccurate data or deletion of data. You can also request restriction of processing. These rights apply subject to the conditions of the GDPR. For example, we cannot always delete data if we must retain them to comply with a legal obligation.

Where we process data on the basis of your consent, you may withdraw that consent at any time. This does not affect the lawfulness of processing before withdrawal.

Where we process data on the basis of a legitimate interest, you may object on grounds relating to your particular situation. You may always object to processing for direct marketing; we will then stop that use.

Insofar as we process personal data you have provided by automated means on the basis of consent or an agreement, you may request to receive them in a structured, commonly used and machine-readable format. Where technically feasible, you may ask us to transfer them directly to another organisation.

You can send a request for access, correction, deletion or portability of your personal data, or a request to withdraw your consent or object to processing, to info@noukstyle.nl.

To protect your personal data, we check that the request genuinely comes from you. Where possible, we use contact details already known to us. If we have reasonable doubts about your identity, we may request additional information. We do not request more information than necessary for this verification.

We respond without undue delay and no later than one month after receiving your request. If a request is complex or you submit several requests, this period may be extended by a maximum of



two further months where necessary. We inform you of this within the first month and explain why the extension is needed.

You have the right to lodge a complaint about the processing of your personal data with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens). Further information is available at: <https://autoriteitpersoonsgegevens.nl/een-tip-of-klacht-indienen-bij-de-ap>

10. How we secure personal data

NoukStyle takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorised access, unwanted disclosure and unauthorised alteration. Do you have questions about the security of your data or suspect misuse? Please contact Anouk van Emmerik at anouk@noukstyle.nl.

Version 10-2026.