

## **PRIVACY POLICY**

At TRIO Salon, Ltd., the privacy of our customers is important to us. We collect and use personal information at our salon and at our website, [www.triosalon.com](http://www.triosalon.com), about our customers to create and maintain a relationship that allows us to provide quality services and products. We are careful to ensure this information is used responsibly, and only for the purposes for which it was given to us. We reserve the right to modify our Privacy Policy from time to time and will mark new versions with a corresponding effective date.

*What Information Do We Collect?* We may collect personal information from customers in our salon and on our website. This information is voluntarily provided by the customer and may include information such as a customer's name, address, telephone number, email address, personal preferences, or other personal identifiers. This information may be collected in our salon, but can also be collected on our website to permit customers to make or cancel appointments, to make purchases and to otherwise participate in activities or services generated on our website. Our website may also collect customers' general information (such as the type of browser used or the files requested) to improve our website and better meet our customers' needs.

The information we collect may include, but may not be limited to:

- A customer's identity or contact information, such as their name, address, email address and phone number;
- A customer's transaction history relating to services or products or services obtained from us;
- Computer data or files, often called "cookies," which may be sent by a customer's web browser and stored on an individual computer to allow our server to "recognize" the customer through the navigation of our website; or
- A customer's IP address to measure our website traffic and to help provide more personalized salon information.

*How is Personal Information Used?* We collect basic information about our customers in order to conduct business and provide services to them. We use personal information about our customers for a variety of purposes related to our business, which may include, but may not be limited to:

- Providing quality, efficient, personalized services;
- Tracking information about our customers' previous services, such as technical information related to particular styling services performed or products purchased;
- Learning about who our customers are, how often they visit us, and their expectations pertaining to their services so we can continue to meet their needs;
- Sending or initiating direct marketing programs; and
- Contacting customers regarding services performed for quality control purposes.

*How is Customer Information Shared and Protected?* We may provide customer information to third service providers or vendors for purposes of, including without limitation, initiating direct marketing programs, data tracking, maintenance or development of our website, or other contracted promotional opportunities provided to our customers. We may share this information with any or our subsidiaries, licensees, affiliates, assigns or successors. We may also share your personal information in connection with law enforcement requests or in response to subpoenas, court orders, or other legal process to establish or exercise our legal rights or defend against legal claims.

We employ administration, technical and physical safeguards to maintain the confidentiality of customer information.

*How Can Customers Limit Information Collected?* By providing information to us or browsing or providing information on our website, customers are providing their consent for us to use their personal information as outlined in this Privacy Policy. For more information, please review our Terms of Use.

While we work hard to ensure we use and disclose our customers' personal information only for the purposes identified above, customers can choose not to provide personal information or limit the personal information obtained by us as follows:

Customers may refuse to provide personal information to us or withdraw their consent at the time requested or by contacting us as described below. This withdrawal of information may limit our ability to provide a customer with the highest quality service possible; or

Customers may have their contact information removed from our marketing lists that are used to inform customers of new or relevant products, services and special offers that may benefit them.

If customers wish to have their name removed from our database or wish to review any of their information, they can use one of the following methods to contact us:

Access our website at [www.triosalon.com](http://www.triosalon.com), and select the "Contact Us" tab found on the home page to send an e-mail.

Call our salon at 312.944.6999.

For additional information pertaining to our Privacy Policy, please contact:

TRIO Salon, Ltd.  
712 N, Wabash Ave.  
Chicago, IL 60611-2512

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