



Privacy Notice

AuraMaye is committed to protecting and respecting your privacy.

This Privacy Notice explains how we collect, use, disclose and safeguard your personal data when you visit our website and/or place an order with us.

We process personal data in accordance with applicable data protection legislation, including the General Data Protection Regulation and the Data Protection Act 2018.

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1 General

AuraMaye B.V. respects the privacy of all users of its website and ensures that the personal information you share is treated confidentially. We use your data to process orders as quickly and easily as possible. We will only use this information for other purposes with your consent. AuraMaye will never sell your personal data to third parties and will only make it available to third parties directly involved in fulfilling your order.

This means that we will, at the very least:

- process your personal data in accordance with the purpose for which it was provided, as described in this privacy statement;
- limit the processing of your personal data to only the data that is strictly necessary for the purposes for which it is processed;
- request your explicit consent where required for processing your personal data;
- implement appropriate technical and organisational measures to ensure the security of your personal data;
- not transfer personal data to other parties unless this is necessary for achieving the purposes for which it was provided;
- be aware of your rights regarding your personal data, inform you of these rights, and respect them.

We do not retain personal data longer than necessary for the purpose for which it was provided or as required by law.

2 Identity of the data controller

For the purposes of data protection law, the data controller is:

AuraMaye B.V.

Registered at: Europalaan 40, 3526 KS Utrecht, The Netherlands

Registered with the Chamber of Commerce under number: 94264805

VAT identification number: NL866699867B01

Where this privacy statement refers to “AuraMaye”, “we”, “us”, or “our”, this means: AuraMaye B.V.

If you have any questions about this Privacy Notice or our data practices, please contact us at:

service@auramaye.nl.



3 Personal data we collect, use and process

Personal data we collect

We may collect and process the following categories of personal data:

- Identity data (first name, surname)
- Contact data (email address, telephone number, delivery address)
- Financial data (payment details)
- Technical data (IP address)
- Any other personal data you provide via our website, correspondence or telephone

How we use your personal data

We use your personal data for the following purposes:

- To process and fulfil your orders
- To manage payments and deliver products/services
- To communicate with you regarding your order
- To improve our services and customer experience
- To send you information about products, services, events and offers (where permitted or with your consent)

After completion of an order or service, we may send you a single review request email within 5 days. This is based on our legitimate interests in improving our services. You may opt out at any time via the unsubscribe link or by contacting us via service@auramaye.nl.

Legal Bases for Processing

We rely on the following legal bases under the Dutch GDPR:

- Performance of a contract – to fulfil orders and provide services
- Consent – where you have given clear permission
- Legal obligation – to comply with applicable laws (e.g. tax and accounting requirements)
- Legitimate interests – to improve our services and customer experience, provided these interests do not override your rights

4 Security, retention and sharing of personal data

Data retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including for legal, accounting or reporting requirements.

Where possible, we anonymise data for analytical purposes.

Sharing your data

We do not sell your personal data. We may share your data with:

- Service providers involved in fulfilling your order
- IT and hosting providers
- Payment processors
- Authorities where required by law



We ensure that all third parties respect the security of your personal data and process it in accordance with the law. Where required, we enter into data processing agreements.

Access, correction, and deletion

You have the right to access, correct, or delete your personal data. You also have the right to withdraw consent or object to processing, and the right to data portability. This means you can request that we transfer your data to you or another organisation.

To exercise these rights, please contact us.

Security measures

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, misuse or alteration.

5 Images and videos

We may capture photographs and videos during events. These may be published on our website and social media channels without identifying individuals.

We obtain prior consent for capturing and publishing such images. Where images are used for promotional purposes, we will seek explicit permission.

If you would like an image removed, please contact us at info@auramaye.nl.

Use of AI Technology

Our online skin analysis tool uses technology provided by OpenAI. The tool is designed to minimise personal data processing. Users are instructed to upload only non-identifiable images.

Uploaded images are not stored by AuraMaye and are used solely to generate the requested output.

6 Cookies

A cookie is a small text file placed on your device when you visit [the website of AuraMaye \(auramaye.nl\)](https://www.auramaye.nl). This file stores information that can be recognised during subsequent visits. Some cookies are essential for the website to function, while others enhance user experience (e.g. remembering language preferences).

We only use:

- Strictly necessary cookies
- Analytical cookies (non-identifiable)

We do not use tracking or marketing cookies. As a result, no cookie consent banner is required under current regulations.



7 Your rights

You have the right to obtain information about your personal data held by AuraMaye. Upon request, we will inform you what data we hold and how it is used. You may also verify its accuracy.

You have the right to have incorrect data corrected. You may object to processing you disagree with and request modification or deletion. You also have the right to transfer your data to yourself or another party.

To exercise these rights, email info@auramaye.nl, clearly stating your request. We may ask you to verify your identity.

Where processing is based on your consent, you may withdraw this consent at any time.

8 Complaints

If you have concerns about how we handle your personal data, please contact us first. If we cannot resolve the issue together, you have the right to lodge a complaint with the Dutch Data Protection Authority.

9 Questions?

If you have any questions about this privacy statement or the processing of your personal data, please contact us at service@auramaye.nl.