



Privacy Policy of MOÏAÉ

Your privacy is of the utmost importance to us. In this privacy policy, we explain which personal data we collect via our website www.shop.moiaehair.com, why we collect it, on what legal basis, and how we protect and use your data.

By using our website, you agree to this privacy policy.

1. Scope of this policy

This privacy policy applies to all services and products we offer via www.shop.moiaehair.com and www.moiaehair.com. We are not responsible for the privacy policies of other websites or external links that may be referenced.

2. Data Controller

Moïaé

Chamber of Commerce (KVK): 82174776

VAT ID: NL003650266B27

Address: Oder 20, 2491 DC The Hague, Netherlands

P.O. BOX: E4541

Phone: +31 6 45 39 53 52

Webshop

www.shop.moiaehair.com

shop@moiaehair.com

Website

www.moiaehair.com

info@moiaehair.com

3. What personal data do we collect?

We collect the following types of personal data, among others:

Identification details (such as name, address, email address, and phone number)

Payment information

Communication records (such as email correspondence)

Usage data (such as IP address and browser information via cookies)

4. Purposes and legal basis for processing

We process your personal data for the following purposes:

To fulfill your order or service (contractual basis – Article 6(1)(b) GDPR)

To send newsletters and promotional offers (with your consent – Article 6(1)(a) GDPR)

To improve our website and services (legitimate interest – Article 6(1)(f) GDPR)

To comply with legal obligations (Article 6(1)(c) GDPR)

To respond to questions and handle complaints

5. Sharing data with third parties

We only share your personal data with third parties when necessary for:

Processing your order (e.g. payment processors, logistics partners)

Collecting reviews via WebwinkelKeur

Complying with legal obligations

All third-party processors are contractually obligated to treat your data confidentially and to use it solely for the agreed-upon purposes. If personal data is transferred outside the European Economic Area, we ensure appropriate safeguards are in place to protect your data.

6. Cookies and tracking

Our website uses cookies and similar technologies to enhance your experience, collect usage statistics, and serve marketing purposes. We request your consent via a cookie banner before placing non-essential cookies. You can adjust your cookie preferences at any time via your browser settings. For more information, please refer to our Cookie Policy.

7. Retention periods

We do not retain your personal data longer than necessary for the purpose for which it was collected, unless we are legally required to retain it longer. For example: order data is retained for up to 7 years for tax purposes.

8. Data security

We implement appropriate technical and organizational measures to secure your personal data against loss, theft, or unauthorized access, including encryption, secure servers, and access restrictions.

9. Your rights

You have the right to:

Request access to your personal data

Request correction of inaccurate data

Restrict the processing of your data

Request deletion of your data (unless retention is legally required)

Object to processing based on legitimate interests

Request your data in a structured, commonly used, and machine-readable format (data portability)

Withdraw your consent at any time (without affecting the lawfulness of prior processing)

To exercise these rights, you may contact us at info@moiaehair.com you also have the right to file a complaint with the Dutch Data Protection Authority.

10. Changes to this privacy policy

We reserve the right to update this privacy policy in response to legal or service-related changes. We recommend checking this policy regularly. In case of significant changes, we will notify you where possible.

