

PRIVACY POLICY

The General Data Protection Regulation (GDPR) is a major change to data privacy protection laws in the European Union (EU). It is designed to ensure data privacy and increase control of personal data for EU residents. It becomes effective May 25, 2018. Below it is explained how we collect data, why it is collected and who we share data with within the business.

In very basic terms we totally respect your personal information and will only ask you for what information we really need from you. We will look after it in the same way we would want our information looking after, keeping it secure! We will only share it with others where we need their help us deliver our service to you (such as our professional printing laboratory who may need your name and address to post your purchases). Be assured that we will never share your information in any other circumstances – nor will we sell it on elsewhere.

Kate McNeil Photography Ltd takes your privacy very seriously. This Privacy Policy has been prepared in line with the EU's General Data Protection Regulation (GDPR), which promotes fairness and transparency for all individuals in respect of their personal data. This Privacy Policy applies to all data we process, and by using Kate McNeil Photography Ltd you consent to our collection and use of such data.

1. What information is being collected?

1.1 – We collect a variety of data in order to deliver our services, and we will manage your personal data transparently, fairly and securely. This includes:

- Names, Addresses and Contact Information of the person(s) placing an order with us.
- Names, Addresses and Contact Information of the person(s) using our services.
- Names (and in some cases ages and gender) of all participants of a photo shoot.
- Details and notes taken throughout a photo session or service provided to help us remember conversations during and details of your session.
- We will also record a date of birth for all persons we photograph under the age of 13 and require the parent or a legal guardian to consent to photography.

1.2 – If you E-Mail us or send us messages via social media, these messages are stored within our email system or social media accounts. These messages are stored for as long as practicable to allow us to provide you with better future services.

2. Who is collecting the data?

2.1 – This data is being collected by Kate McNeil Photography Ltd, 95 The Ridgeway, Marlow, Bucks, SL7 3LH

3. How is it being collected?

3.1 – The majority of our data is collected directly from you. Whether you fill out a form for us online, or tell us face to face, via the telephone, via e-mail or message.

3.2 – In some cases, data may be given to us by a third party. This includes if somebody purchases a voucher for you – they will usually give us your name and details to allow us to process their order, and provide our service to you.

4. Why is it being collected?

4.1 – Most of the data we collect is solely for the purpose of providing you with a service you have ordered, or had ordered for you.

4.2 – Some of the data we collect is to help provide you with a better customer service experience

4.3 – We are required by law to collect and store certain information relating to any order you place with us.

5. How will it be used?

5.1 – Data we collect will be used by Kate McNeil Photography Ltd to enable us to provide our services and products to you.

5.2 – Contact data (e-mail addresses) may be used to send you direct offers from Kate McNeil Photography Ltd about upcoming promotions or newsletters. These can be unsubscribed from at any time.

5.3 – Kate McNeil Photography Ltd may internally analyse data for business and forecast purposes.

5.4 – Kate McNeil Photography Ltd has a legitimate interest in using images taken in relation to your booking and may use these images (upon client's expressed consent) in the following ways (clients are free at anytime to withdraw consent for the use of these images at any time):

- On social media for promotion & advertising purposes
- On our website for promotion & advertising purposes
- For marketing materials (business stationary, flyers, business cards etc)
- For publications/print
- For professional competitions such as the Guild of Photographer's Image of the Month competition

6. Who will it be shared with?

6.1 – We take your privacy very seriously. We do not sell your data to third party organisations. There are a few scenarios where some of your data may be shared with third parties to allow us to provide our services to you. These include:

- Delivery and Postage Service Providers to allow us to send you documentation and orders you have placed. (Information shared includes Name, Address and in some case e-mail address / mobile number)
- Law Enforcement and Legal Requirements – we will provide data to law enforcement agencies if issued with a court order to do so. There are also certain situations in which we may share access to your personal data without your explicit consent; for example, if required by law, to protect the life of an individual, or to comply with any valid legal process, government request, rule or regulation.

7. How will this affect you?

7.1 – We collect, store and process your data in such a way that should have no negative effect on you as an individual.

8. How long is the data stored?

8.1 – Most data we collect is stored indefinitely. This is to allow us to provide a better service to you as a customer in the event that you contact us again in the future.

8.2 – We are legally obliged to store some data for a minimum amount of time, for example sale order records, payment records etc.

9. Access to stored data.

9.1 – If you have any questions about data we hold about you, please feel free to contact us. As well as trying to help you directly.

9.2 – You may request a copy of any data we store about you – and we will comply with any requests as per the guidance of the Information Commissioner's Office.

10. More information.

10.1 – If you would like any clarification on how we collect, store or process your data – please contact us directly.

10.2 – If you would like further information on the legal guidelines we operate within, or have any concerns about how we use your data, please check the ICO's website at <https://ico.org.uk>

11. Our Details

11.1 – This business is owned and operated by Kate McNeil trading as Kate McNeil Photography Ltd

11.2 – Our principal place of business is at: 95 The Ridgeway, Marlow, Bucks, SI7 3LH

11.3 – You can contact us in writing to the above address, or by email to kate.mcneil7@googlemail.com

We may change this Privacy Policy from time to time. When we do, we will let you know by changing the date on this Policy, notifying customers of only significant changes. By continuing to access or use our services after those changes become effective, you agree to be bound by the revised Privacy Policy.