

Privacy Policy

KATE MCNEIL PHOTOGRAPHY LTD 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

Privacy Policy

This Privacy Policy ("Privacy Policy") applies to personal data that we collect from you as a customer ("you" or "your"). It provides information on what data we collect, why we collect the data, how it is used and the lawful basis on which your personal data is processed, and what your rights are under the applicable data protection and privacy laws, including the General Data Protection Regulation ("GDPR").

1. WHO ARE WE

We are Kate McNeil Photography Ltd, 28 Sunnybank, Marlow, Bucks SL7 3BL. We are the Data Controller responsible for your personal data.

2. WHAT DO WE COLLECT

We collect the following information from you:

- Personal information: This includes your name, address, e-mail address; phone number; gender and date of birth; country, as well as the names, dates of birth, gender and other details about your family members and other participants in a photography session, together with any other information that you elect to provide to us.
- Other Information: Personal details you choose to give when corresponding with us by phone or e-mail or visit our studio.

In providing our services we create photographs which may identify you, your family members and other participants and that may be considered personal data. Our photographs may be produced in print and digital format. You are responsible for ensuring that all participants in a photography session have been provided with a copy of this privacy policy.

3. HOW WE USE YOUR PERSONAL INFORMATION

We use your personal information in the following ways:

- to provide you with our services and to create and deliver the products you have requested and contact you regarding your use of the services. Such use is necessary to respond to or implement your request and for the performance of the contract between you and us.
- As necessary for certain legitimate business interests, which include the following:
- where we are asked to deal with any enquiries or complaints you make;
- if you ask us to delete your data or to be removed from our marketing lists and we are required to fulfill your request, to keep basic data to identify you and prevent further unwanted processing; and
- to (a) comply with legal obligations, (b) respond to requests from competent authorities; (b) protect our operations; (c) protect our rights, safety or property, and/or that of our affiliated businesses, you or others; and (d) enforce or defend legal rights, or prevent damage.
- With your consent, we may use your photographs to promote and advertise our business, including (a) in our studio and in our printed publications, presentations, promotional materials (including

leaflets, brochures, stickers, bookmarks, posters, fact sheets, calendars); (b) on our website and other digital advertising of our services; and (c) in social media forums such as Instagram, Pinterest and Facebook.

- We may provide you with information about goods or services, events and other promotions we feel may interest you. We will contact you by email only with your consent, if this was given at the time you provided us with the personal data.
- We may use your personal data for other purposes which you have consented to at the time of providing your data.

As used in this Privacy Policy, "legitimate interests" means our interests in conducting and managing our business. When we process your personal data for our legitimate interests, we make sure to consider and balance any potential impact on you, and your rights under data protection laws. Our legitimate interests do not automatically override your interests. We will not use your personal data for activities where our interests are overridden by the impact on you unless we have your consent or those activities are otherwise required or permitted to by law. You have the right to object at any time to the processing of your personal data that is based on our legitimate interests, on grounds relating to your particular situation (for more information on your rights, please see "Your Data Protection Rights" section below).

4. USE OF COOKIES ON KATE MCNEIL PHOTOGRAPHY LTD WEBSITE

This website uses cookies to better the user's experience while visiting the website. As required by legislation, where applicable this website uses a cookie control system, allowing the user to give explicit permission or to deny the use of /saving of cookies on their computer/device.

Visitors are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors or use the cookie control system if available upon their first visit.

5. DISCLOSURE OF YOUR INFORMATION

We share your personal data with third parties in the following situations:

- Service Providers: we sometimes engage selected third parties who act on our behalf to support our operations, such as (i) card processing or payment services (see the section below headed "Payment Information"), (ii) IT suppliers and contractors (e.g. data hosting providers or delivery partners) as necessary to provide IT support and enable us to provide our goods/services, and (iii) providers of specialist services, including retouching, printers, framers and bookbinders. Pursuant to our instructions, these parties may access, process or store your personal data in the course of performing their duties to us and solely in order to perform the services we have hired them to provide.
- Business Transfers: if we sell our business or our company assets are acquired by a third party personal data held by us about our customers may be one of the transferred assets.
- Administrative and Legal Reasons: if we need to disclose your personal data (i) to comply with a legal obligation and/or judicial or regulatory proceedings, a court order or other legal process. (ii) to enforce our Terms & Conditions or other applicable contract terms that you are subject to; (iii) to protect us, our members or contractors against loss or damage. This may include (without limit) exchanging information with the police, courts or law enforcement organisations.