



## **Little Jem's Photography - Privacy Policy**

### **Introduction:**

This policy may be updated from time to time to keep up to date with the most current laws and procedures and it is therefore live.

We are committed to protecting the privacy and security of your personal information and data! In this privacy policy, we state **how** we collect your data, the way in which we **process** that data, what we **use** it for and where we **store** your data.

Little Jem's Photography is the data controller. This means that we are responsible for deciding how we hold and use your data. Therefore, we are the main source of data collection. We are required under the general data protection regulation to inform you about this.

All your data stored on paper is locked away in a cabinet in which only Little Jem's Photography can access. All data stored online or on our computer/hard drive is password protected and can only be accessed by myself (and you if requested).

Throughout this policy, we may name ourselves using "we", "I", "us" or "our".

By providing us with data, you warrant to us that you are over the age of 18 years.

It is important that the personal data we hold about you is accurate and up to date. Please keep us informed if your personal data changes.

You can find our contact details here should you wish to contact us for any reason:

<https://www.littlejemsphotographynottingham.co.uk/contact-photography-nottingham>

### **What is personal data?**

Personal data is any information collected by us that could identify you as an individual. It does not include anonymised data. We as a business do not collect sensitive data from you. Sensitive data includes details such as your race, ethnicity, religious beliefs, sexual orientations etc. We don't need this, so we don't ask!

### **What kind of personal data do we collect?**

- The name of you and/or your children AND date of births/age of the children
- Your email
- Your contact number
- Your signature
- Technical data
- Photographs

## **Where do we collect this data from?**

### The name of you and/or your children AND date of births/age of the children:

We collect this data from a variety of sources. This includes via our website contact form, via social media messenger or social media interaction from yourself on our business page, on our terms and conditions and from an online questionnaire/pre signing form (we use JotForm).

Sometimes, we may run promotions or data collection events for the purpose of gaining marketing/advertisement purposes and therefore, we may collect this data from other sources such as on paper at an event, through a different form of data collection online etc. However, this is only ever collected and used for advertisement and marketing purposes if you have consented for us to do so.

This data is not used in any other way, or for any other purpose than to communicate back with you, identify who you are for the purpose of the service we offer and so we can prepare for your session efficiently. For example, I need your name to know who's the images belong too, to contact you if needed and I need your little ones date of birth to know what kind of session and set ups are most suitable. This data is not used for marketing, advertisement or sent to third parties without your consent. Sometimes, we may mention your name, or your little ones name on social media in which you will usually be tagged within your name (if possible) so you can see what has been posted. We always ask for your consent first whether this be via an online form, or in person via a paper form.

This data is stored on our files on paper, as well as within our emails. This data is needed to be able to provide the service we offer. We may add this data to an excel spreadsheet so we know when your little one is turning of a particular age so we can suggest further sessions to you, or let you know about any particular offers relevant to you. We may scan your signed terms and conditions, receipt and any form of pre signing document to save onto a computer and/or hard drive for backup and safety. This is for my records as well as for yours. However, yet again, we do not advertise or send any marketing communication unless you have opted for us to do so.

### Your email:

We collect this data from a variety of sources. This includes via our website contact form, via social media messenger or social media interaction from yourself on our business page, on our terms and conditions and from an online questionnaire/pre signing form (we use JotForm as mentioned previously).

Sometimes, we may run promotions or data collection events for the purpose of gaining marketing/advertisement purposes and therefore, we may collect this data from other sources such as on paper at an event, through a different form of data collection online etc. However, this is only ever collected and used for advertisement and marketing purposes if you have consented for us to do so.

This data is not used in any other way, or for any other purpose than to communicate with you or for the purpose of the service we offer. For example, to send digital images to you or to respond

to your enquiry. This data is not used for marketing, advertisement or sent to third parties without your consent. Sometimes we may use your email to send you suitable marketing communication however, yet again, only with your consent.

This data is stored on our files on paper, as well as within our emails. This data is usually required to be able to provide you with the service we offer. We may add this data into an excel spreadsheet so we can suggest further sessions to you, or let you know about any particular offers relevant to you. We may scan your signed terms and conditions, receipt and any form of pre signing document to save onto a computer and/or hard drive for backup and safety. This is for my records as well as for yours. However, yet again, we do not advertise or send any marketing communication unless you have opted for us to do so.

Your contact number:

We collect this data from a variety of sources. This includes via social media messenger or social media interaction from yourself on our business page and on our terms and conditions.

Sometimes, we may run promotions or data collection events for the purpose of gaining marketing/advertisement purposes and therefore, we may collect this data from other sources such as on paper at an event, through a different form of data collection online etc. We do not often market using this method. Our most common method is via email. This data is only ever collected and used for advertisement and marketing purposes if you have consented for us to do so.

This data is not used in any other way, or for any other purpose than to communicate with you or for the purpose of the service we offer. For example, to give you a call regarding your session, to let you know of anything important or to respond to an enquiry. This data is not used for marketing, advertisement or sent to third parties without your consent. Sometimes we may use your contact number to send you suitable marketing communication however, yet again, only with your consent and as mentioned above, email is usually our first preferred method of contact with you.

This data is stored on our files on paper as well as through the original form in which you gave us your contact number. This data is usually required to be able to provide you with the service we offer. We may add this data into an excel spreadsheet so we can suggest further sessions to you, or let you know about any particular offers relevant to you. We may scan your signed terms and conditions, receipt and any form of pre signing document to save onto a computer and/or hard drive for backup and safety. This is for my records as well as for yours. However, yet again, as mentioned previously, usually, our first method of contact is via email and we do not advertise or send any marketing communication unless you have opted for us to do so.

Your signature:

We collect this data through the most important forms of collection. This includes via our online pre signing of terms and conditions through JotForm (including suitability questionnaire and/or session preference questionnaire) and on our terms and conditions signed during your session.

This data is not used in any other way, or for any other purpose than for legal purposes to show your acknowledgment and agreement to what's being informed. This data is not used for any marketing, advertisement or sent to third parties unless we have a legal reason to do so such as for court.

This data is stored on our files on paper as well as within our email (JotForm sends us email confirmation including a copy of your completed forms). We may scan your signed terms and conditions, receipt and any form of pre signing document to save onto a computer and/or hard drive for backup and safety. This is for my records as well as for yours.

#### Technical data (please also see our cookies policy):

Technical data includes data informing us as a company about how you use our website. This is why cookies are often used on websites (including ours). This includes data such as your IP address, your login data, details about your browser, your length of visit on our site, the amount of site views from people such as yourself, time zone settings and more.

We mainly collect this data from google analytics and similar plug ins (apps) built within our website host (wix).

This data is for our own benefit only, and not used for any other purpose. It is purely so we can improve our services to you, look at how we can improve our marketing strategies and to essentially grow our business. Such data collection does not collect personal data such as your name, email, contact details etc.

You can find out more about google analytics here:

[https://www.google.com/analytics/#?modal\\_active=none](https://www.google.com/analytics/#?modal_active=none)

#### Photographs:

We collect this data as part of the service we offer. It is the main thing that makes us what we are as a business.

I may use the images with your consent for advertisement/marketing and/or portfolio purposes online, for product examples and in person to show other clients examples of my work. This includes the right to use the images for all aspects of advertisement/marketing including on our website, on social media, for leaflets, banners, business cards, to enter competitions, portfolios, to use as examples etc as well as permission to tag you on social media such as Facebook and to send to photography competitions at any time. Images online tend to have my logo in place to protect the images from being used elsewhere without our permission. In some cases, I may send the images to a third party. For example: Suppliers in which I purchase props/outfits from for them to use as examples of their own work/skills. I will never send your images anywhere outside the photography industry and of course, if you do not consent to this or opt in, we do not use the images for these purposes.

Your images and data are kept securely on my own personal pass-coded computer and back up hard drive in which no other person has access too. Sometimes I offer online galleries instead of in person viewing through a company called "pixiset". These cannot be requested unfortunately. If

an online gallery is used, your images will be uploaded to a secure online gallery website whereby the gallery will be password protected and therefore can only be viewed by those who know the password (both myself and you). Your data is not passed elsewhere. I aim to delete galleries from the secure gallery site within a month from receiving your order. For in person viewings, your images may be uploading to an external device such as USB or hard drive for viewing on a large screen TV. I aim to delete images from USB's within 24 hours from the viewing.

Sometimes, if applying for a model session, I ask for an image to be uploaded from yourself via our JotForm forms. This image is not used or saved. It is purely for viewing purposes only for the selection process of the model session.

### **Do you send/share my data with third parties?**

Yes we do within reason.

By this we mean we do not intentionally send your data to companies for their own use, to use for advertisement or marketing without your consent.

As mentioned above, we may enter photography competitions with your images, or one of our prop suppliers may request to use one of our images for examples of their own work. If you have opted in/given us consent to use the images for marketing and advertisement purposes, then we are legally allowed to use the images for such purposes. However, if you have not consented to marketing and advertisement purposes (usually via our terms and conditions during your session), then we will not use them for these purposes.

All our third parties within the UK are secure and are compliant with the general data protection legislation however, we have no control over other sites that may link to us (any sources we may include on our site that we think may be of interest to you but are not used by use directly).

Some of our third parties are not in the EEA. Countries outside of the European Economic Area (EEA) do not always offer the same levels of protection to your personal data, so European law has prohibited transfers of personal data outside of the EEA unless the transfer meets certain criteria. To keep your privacy at it most security, we will only transfer your personal data to countries that the European Commission have approved as providing an adequate level of protection for personal data, where we use certain service providers, we may use specific contracts or codes of conduct or certification mechanisms approved by the European Commission which give personal data the same protection it has in Europe and if we use US-based providers that are part of EU-US Privacy Shield, we may transfer data to them, as they have equivalent safeguards in place.

### **Third parties who may have access to your data:**

- JotForm
- Wix
- Google analytics
- WeTransfer
- Pixiset
- Print suppliers

**JotForm** is a secure online form builder whereby we can create questionnaires and documents so you can pre sign our terms and conditions, fill out suitability questionnaires and session preference questionnaires. You can find more about them here:  
<https://eu.jotform.com/faq/#1>.

**Wix** is the host and builder of our website. We use these as a base to our site in which only I can customise and access. Wix may keep track of messages sent to us directly through our website contact form as well as for analytic data (as explained in the “where do we collect this data from?” section). For more information on what Wix is, use this link: <https://www.wix.com/about/us>.

**Google analytics** reads non personal data to help us keep our website working to it's best and for marketing strategies. All has been explained within the “where do we collect this data from?” section. You can find out more about google analytics here:  
[https://www.google.com/analytics/#?modal\\_active=none](https://www.google.com/analytics/#?modal_active=none).

**WeTransfer** is an email sending site that allows us to send large files through email as the standard email companies such as yahoo, hotmail etc put a limit on the full size you can send through one email. We use this to send digital email download images or any other large document that may be of interest to you. For more details on how Wiz may use your data, use this link: <https://wetransfer.com/legal/terms>. Sometimes, we may need mouse another email source. However, in all cases we ensure they too follow the relevant data protection regulations.

**Pixiset** is an online gallery supplier which allows us to create image galleries available to view online. When we create these for our clients, we password protect the gallery so only you and I know the password and therefore, only we can access your images as previously discussed. You can find more information on Pixisets privacy policy here:  
<https://pixieset.com/privacy/>.

**Print Suppliers** are those who we send your images too for the purpose of printing your final product/prints. We cannot give you the names of our suppliers for obvious reasons but mainly because they do not deal with the public. They are suppliers for the photography industry only. Your images are only used for the purpose of finalising your order. Without sending your photos to such companies, it would be impossible to print them for you a is do not print myself.

### **How long do you keep my data for?**

I generally keep images and data on file for approximately 2 years but this time frame is not guaranteed and your images/data may be destroyed earlier or later than this. Some images are kept for advertisement and/or portfolio purposes, as well as your email address for future marketing purposes.

We will only retain your data for as long as we need it to fulfil the purposes we collected it for (mainly to contact you back, for our personal financial records (i.e our income and who from), for our portfolio or to view google analytics information as well as for legal reasons.

We decide when to discard data via a number of different reasons such as the amount of data, its nature and sensitivity, if there are any risks of harm through unauthorised use etc.

### **Your rights:**

You can withdraw permission for particular data purposes at any time by contacting us via our website: <https://www.littlejemsphotographynottingham.co.uk/contact>. Please just state what you wish to opt out from and we will try our best to accommodate your request within reason and with what is compliant with the law.

Under the data protection laws, you have the right to request access, correction, erasure, restriction and transfer of data as well as to withdraw consent as stated above. You can find out more here:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

There is no charge to access your personal data should you wish to do so however, we may charge a reasonable fee if your request is clearly unfounded, repetitive, excessive, unfair etc.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. It's purely for your safety. We may also contact you to ask you for further information in relation to your request to speed up our response.

Model sessions along side competition sessions require your full consent to use all images for advertisement/marketing purposes as listed within our terms and conditions as any complimentary images given to you are in return for us being able to use the images in this way. This includes images you may not personally like yourself. Unfortunately, if you are not happy for the images to be used in this way, the session cannot go forward and you may not receive any promotional/complimentary images that were agreed. If you change your mind on consent to using the images as above, and have already received your complimentary images, you will then be liable to pay for the images at a discussed rate.

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We are grateful if you could contact us first if you do have a complaint so that we can try to resolve it for you.

### **If you fail to provide us with personal data:**

If you do not provide us with required data, we may not be able to perform the contract. If you don't provide us with the requested data, we may have to cancel a product or service you have ordered but if we do, we will notify you at the time. This does not include consent to using your dates for marketing communication unless required.