

Privacy Policy

In very basic terms I totally respect your personal information and will only ask you for what information I really need from you. I will look after it in the same way I would want mine looking after, keeping it secure!

I will only share it with others where I need their help to deliver my service to you (such as my professional printing laboratories that may need your name and address to post your purchases). Be assured that I will never share your information in any other circumstances –nor will I sell it on elsewhere! Here are more details –

Introduction

MARTIN CLARK PHOTOGRAPHY 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 I process, and by using MARTIN CLARK PHOTOGRAPHY you consent to my collection and use of such data.

1. The Data collected

As a data controller I collect a variety of data in order to deliver my services, and I will manage your personal data transparently, fairly and securely.

I may ask you to provide the following data –

- First Name
- Last Name
- Email
- Billing Address
- Telephone Number
- Password
- Account Creation Date
- Time, Location, and IP Address of Logins
- Order History
- Credit Card Info
- Email Subscriptions
 - email campaigns from the photographer (opt-out possible)
 - order-related emails
 - personal communication from the photographer
- Browser, Operating System and Device information

I will also record a date of birth for all persons I photograph under the age of 13 and require the parent or a legal guardian to consent to photography. Obviously being a photographic business I also create and manage images as per our contractual agreement(s).

I use the above data to

- provide clients with the service they have booked
- provide product delivery direct to clients
- retain client logon details and also track client shopping cart
- provide client account access
- provide clients with marketing information related to Martin Clark Photography

I collect this data on the following lawful basis

- Client Consent
- To arrange or fulfil Contracts
- To meet a legal obligation other than a Contract



When you visit my website Cookies are also collected. These are small pieces of data that websites send to a user's computer and are stored on the user's web browser. They are designed to enable the website to remember information, such as what a user might have put in a shopping cart for example.

This helps us

- Personalise your experience
- Deliver my service to you
- For Marketing Purposes
- For Website analytics

2. Which third parties does Martin Clark Photography share Personal Data with?

I share personal data with the following third parties:

- **Google Analytics** – Browser, Operating System and Device information, Time, Location, and IP Address of Logins: Data is transferred outside of the European Economic Area to United States under the protection of EU/US Privacy Shield.
- **Printing Labs for website based purchases** – First Name, Surname, Billing address, Credit Card info: Data is not transferred outside of the European Economic Area
- **Website host for Martin Clark Photography** - First Name, Last Name, Email, Billing Address, Telephone Number, Password, Account Creation Date, Time, Location, and IP Address of Logins, Order History, Credit Card Info, Email Subscriptions, email campaigns from the photographer (opt-out possible), order-related emails, personal communication from the photographer, Browser, Operating System and Device information: - Data is transferred outside of the European Economic Area to United States under the protection of EU/US Privacy Shield.
- **Personal Accountant** – Last Name, Order History: Data is not transferred outside of the European Economic Area.
- **Facebook, Instagram, Twitter** – First Name, Last Name: Data is transferred outside of the European Economic Area to United States under the protection of EU/US Privacy Shield

There are also certain situations in which I 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.

3. Why do I share your Personal Data with the above?

I share your data in order to

- Personalise your experience
- Deliver my service to you
- For Marketing Purposes
- For Website analytics
- Provide my accountant with sales information

I may transfer personal data to a country outside of the European Economic Area (EEA) if necessary eg if a third party I utilise could have servers located outside of the EEA. If this is the case, I will either obtain your consent or otherwise ensure that the transfer is legal and your data is secure by following the EU's guidelines. You can see above where I send data outside of the EEA and on what basis I do so.



4. How do I keep your personal data secure?

I keep your data secure

- By following internal policies of best practice
- Encryption
- By using Secure Socket Layer (SSL) technology when information is submitted to us online for example when purchasing products through my online shopping cart.
- Image Back-ups are held by the website host in secure servers

In the unlikely event of a criminal breach of this security I will inform the relevant regulatory body within 72 hours and, if your personal data were involved in the breach, I will also inform you.

5. Changes to the privacy policy and control

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

6. You have the following rights -

- the right to be informed about the collection and use of your personal data
- the right of access to your personal data and any supplementary information
- the right to have any errors in your personal data rectified
- the right to have your personal data erased
- the right to block or suppressing the processing of your personal data
- the right to move, copy or transfer your personal data from one IT environment to another
- the right to object to processing of your personal data in certain circumstances, and
- rights related to automated decision-making (i.e. where no humans are involved) and profiling (i.e. where certain personal data is processed to evaluate an individual).

I also give you the option to manage your data via:

- Email, Telephone, Through social media or writing to me

While I do not hold personal data any longer than I need to. The duration will depend on your relationship with Martin Clark Photography, and whether it is ongoing. I may keep some of your personal data

- For up to 7 years after my working contract with you has finished for Tax legislation purposes
- After this period, images are retained indefinitely along with your relevant details and consent agreements. This is due to requests for replacement images being made several years after being taken.
- For posts to social media and for advertising and marketing publications for Martin Clark Photography.