

## **Privacy Policy**

### **Introduction:-**

Take it Photography Ltd (“the Company”) is committed to protecting your privacy. This privacy notice provides you with details of how we collect and process your personal data through your use of our site including any information you may provide through our site when you purchase a product or service. By providing us with your data, you are declaring to us that you are over 16 years of age.

For the purposes of the General Data Protection Regulation the Company is the data controller and is responsible for your personal data (also referred to as “we”, “us” or “our” in this privacy notice). It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at [sales@takeitphotography.com](mailto:sales@takeitphotography.com). Any changes to the Company's privacy policy will be posted on this page so you will always be aware of information collected, use, and disclosure circumstances.

By using our site you consent to the collection and use of information in accordance with this Privacy Policy and our Cookies Policy. However, we appreciate that you do not want the personal information you provide to us to be distributed indiscriminately and here we explain how we collect information, what we do with it and what legal rights you have.

### **Sensitive Data**

We can confirm that we do not collect any Sensitive Personal Data about you. Sensitive Personal data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offences.

### **How do we collect personal data**

We may collect data about you by you providing the data directly to us (for example by filling in forms on our site or by sending us emails or by sending us texts or messages via social media such as our facebook page or by purchasing products via our site using third party providers). We may also automatically collect certain data from you as you use our website by using cookies and similar technologies. Please see our Cookies Policy for more details.

We may receive data from third parties such as analytics providers such as Google based outside the EU, advertising networks such as Facebook based outside the EU, search information providers such as Google based outside the EU, providers of technical, payment and delivery services, such as data brokers or aggregators.

We may also receive data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

### **What Data do we collect from you, for what purpose and on what ground do we process it**

Personal data means any information capable of identifying an individual. It does not include anonymised data.

We may process the following categories of personal data about you:

**Communication Data** that includes any communication that you send to us whether that be through the contact form on our website, through email, text, social media messaging, social media posting or any other

communication that you send us. We process this data for the purposes of communicating with you, for record keeping and for the establishment, pursuance or defence of legal claims. Our lawful ground for this processing is our legitimate interests which in this case are to reply to communications sent to us, to keep records and to establish, pursue or defend legal claims.

**Customer Data** that includes data relating to any purchases of goods and/or services such as your name, title, billing address, delivery address email address, phone number, contact details, purchase details and your card details. We process this data to supply the goods and/or services you have purchased and to keep records of such transactions. Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract. We may also use Customer Data to send you recommendations via email or Facebook adverts or other display advertisements about our goods and services that maybe of interest to you. Our lawful ground for this processing is legitimate interests which is to grow our business.

**User Data** that includes data about how you use our website and any online services together with any data that you post for publication on our website or through other online services. We process this data to operate our website and ensure relevant content is provided to you, to ensure the security of our website, to maintain back- ups of our website and/or databases and to enable publication and administration of our website, other online services and business. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business.

**Technical Data** that includes data about your use of our website and online services such as your IP address, your login data, details about your browser, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our website, time zone settings and other technology on the devices you use to access our website. The source of this data is from analytics tracking systems. We process this data to analyse your use of our website and other online services, to administer and protect our business and website, to deliver relevant content and advertisements to you and to understand the effectiveness of our advertising. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business and to grow our business and to decide our marketing strategy.

**Marketing Data** that includes data about your preferences in receiving marketing from us and our third parties and your communication preferences. We process this data to enable you to partake in our promotions, to deliver relevant website content and advertisements to you and measure or understand the effectiveness of this advertising. Our lawful ground for this processing is (where you have purchased goods or services from us or have been in negotiations for such goods or services) our legitimate interests which in this case are to study how customers use our products/services, to develop them, to grow our business and to decide our marketing strategy or (where you have not so purchased or negotiated and in relation to sending you direct marketing) your consent.

### **Sharing and Disclosures of your Personal Data and Third-Party links**

We do not sell, distribute or lease your personal information to third parties unless you have given us your permission or are required by law to do so.

If you believe any information we are holding about you is incorrect or incomplete, please write to or email us as soon as possible, at [sales@takeitphotography.com](mailto:sales@takeitphotography.com) or Take it Photography Ltd at registered office 17 The Chase Knaresborough HG5 0SY.

The Company website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit. We are not responsible for the privacy policies or the content of such sites.

We may disclose aggregate statistics about visitors to our site, customers and sales in order to describe our services to prospective partners, advertisers, sponsors and other reputable third parties and for other lawful purposes, but these statistics will include no personally identifiable information.

In the event that we undergo re-organisation or are sold to a third party, you agree that any personal information we hold about you may be transferred to that re-organised entity or third party.

We may also have to disclose your personal data to our agents or contractors and other parties as set out below-

Service providers who provide IT and system administration services, and

Professional advisers including lawyers, bankers, auditors and insurers and

Government bodies that require us to report processing activities and

Third parties to whom we sell, transfer, or merge parts of our business or our assets

who assist us in providing the services we offer through our site, processing transactions, fulfilling requests for information, receiving and sending communications, updating marketing lists, analysing data, providing support services or in other tasks, from time to time. We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instruction.

## **Data retention**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

When deciding what the correct time is to keep the data for we look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

For tax purposes the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers.

In some circumstances we may anonymise your personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

## **International Transfers**

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.

Information submitted by you may be transferred by us to the third parties mentioned in the circumstances described above (see [data sharing above](#)), which may be situated outside the European Economic Area (EEA) and may be processed by staff operating outside the EEA. The countries concerned may not have similar data protection laws to the EEA. Where we transfer your information we will take all reasonable steps

to ensure that your privacy rights continue to be protected. By submitting information to us you agree to this storing, processing and/or transfer.

## **Public forums**

Our site may, from time to time, make comments or suggestions pages and/or other public areas for user-generated content and communications available to its users. Any information that is disclosed in these areas becomes public information and you should exercise caution when using these and never disclose your personal information.

## **Security**

We place great importance on the security of all personally identifiable information associated with our users. We have security measures in place to attempt to protect against the loss, misuse, disclosure, access and alteration of personal information under our control. For example, our security and privacy policies are periodically reviewed and enhanced as necessary and only authorised personnel have access to personal information. We also allow access to your personal data only to those employees, agents, contractors and partners who have a business need to know such data. They will only process your personal data on our instructions and they must keep it confidential. Whilst we cannot ensure or guarantee that loss, misuse or alteration of information will never occur, we use all reasonable efforts to prevent it.

You should bear in mind that submission of information over the internet is never entirely secure. We cannot guarantee the security of information you submit via our site whilst it is in transit over the internet and any such submission is at your own risk.

It is advisable to close your browser when you have finished your user session to help ensure others do not access your personal information if you use a shared computer or a computer in a public place.

Our security procedures mean that we may request proof of identity before we are able to disclose personal data to you following a request from you to do so as detail in the Legal Rights section below.

## **MARKETING COMMUNICATIONS**

You will receive marketing communications from us if you made a purchase or asked for information from us about our goods or services or if you are not a customer, you gave us your details and agreed to receive marketing communications by ticking a box and in each case you have not opted out of receiving such communications since.

Before we share your personal data with any third party for our marketing purposes we will get your express consent.

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by emailing us at [sales@takeitphotography.com](mailto:sales@takeitphotography.com) at any time.

If you opt out of receiving marketing communications this opt-out does not apply to personal data provided as a result of other transactions, such as purchases, warranty registrations etc.

## **Your Legal rights**

Under data protection laws you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

You can see more about these rights at:

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

If you wish to exercise any of the rights set out above, please email us at [sales@takeitphotography.com](mailto:sales@takeitphotography.com)

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive or we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you.

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 should be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.