



Slice of Life Photography - Privacy Policy

This privacy policy is for this website; www.sliceoflifephotography.co.uk and served by Slice of Life Photography; 245 High Road, Whaplode, Spalding, PE12 6TJ and governs the privacy of its users who choose to use it. It explains how we comply with the GDPR (General Data Protection Regulation), the DPA (Data Protection Act) [pre GDPR enforcement] and the PECR (Privacy and Electronic Communications Regulations). This policy will explain areas of this website that may affect your privacy and personal details, how we process, collect, manage and store those details and how your rights under the GDPR, DPA & PECR are adhere to. Additionally it will explain the use of cookies or software, advertising or commercial sponsorship from third parties and the download of any documents, files or software made available to you (if any) on this website. Further explanations may be provided for specific pages or features of this website in order to help you understand how we, this website and its third parties (if any) interact with you and your computer / device in order to serve it to you. Our contact information is provided at the foot of this page if you have any questions.

This privacy policy applies to all data we process, and by using Slice of Life Photography you consent to our collection and use of such data.

The DPA & GDPR May 2018

This website complies with the DPA (Data Protection Act 1998) and already complies with the GDPR (General Data Protection Regulation) which comes into effect from May 2018. We will update this policy accordingly after the completion of the UK's exit from the European Union.

The Data we collect

As a data controller we collect a variety of data in order to deliver our services, and we will manage your personal data transparently, fairly and securely. We may ask you to provide us the following data – First and Last Name, Address, Postcode, Telephone Number, Email address and Date of Birth for all persons we photograph under the age of 13. We will require the parent or a legal guardian to consent to photography for all persons under 13. Being a photographic business we also create and manage images as per our contractual agreement(s). We use the above data to deliver our service to you and personalise your experience. We collect this data too arrange or fulfil our contract with you.

Which third parties do we share Personal Data with?

To allow us to fulfil contractual obligations with our clients we may share personal data with the following third parties:

- Google
- Sage accountancy software
- Dubsado (Client Management software)
- Paypal

Photographic Labs
DropBox
External Editing services
ICTMedia (website and email host)

Where express permission to use data for marketing purposes has been obtained data may also be shared with the following third parties:

Mail Chimp
Facebook
Instagram
Pinterest
Banpas
Wordpress (via ICTMedia)
The Guild of Photographers
Iced Rose (Cakes by Hannah)
Prop suppliers

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.

Why do we share your Personal Data with the above?

We share your data in order to respond to your enquiry, deliver our service to you and personalise your experience, and for marketing purposes (where express permission has been granted).

We may transfer personal data to a country outside of the European Economic Area (EEA) if necessary eg if a third party we utilise could have servers located outside of the EEA. If this is the case, we will ensure that the transfer is legal and your data is secure by following the EU's guidelines.

How do we keep your personal data secure?

We keep your data secure by ensuring all electronic storage is Encrypted and any paper copies of documents are stored in a secure locked cupboard. All files and computers are stored within a locked office when not in use.

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

Use of Cookies

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.

Cookies 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 fThis helps us to personalise your experience, and deliver our service to you.

Users 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.

Website Visitor Tracking

This website uses tracking software to monitor its visitors to better understand how they use it. The software will save a cookie to your computers hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information.

Adverts and Sponsored Links

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom may have detailed privacy policies relating directly to the adverts they serve.

Clicking on any such adverts will send you to the advertisers website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computers hard drive. Users should therefore note they click on sponsored external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Downloads & Media Files

Any downloadable documents, files or media made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available users are advised to verify their authenticity using third party anti-virus software or similar applications.

We accept no responsibility for third party downloads and downloads provided by external third party websites and advise users to verify their authenticity using third party anti-virus software or similar applications.

Contact & Communication With us

Users contacting us through this website do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use.

Where we have clearly stated and made you aware of the fact, and where you have given your express permission, we may use your details to send you products/services information through a mailing list system. This is done in accordance with the regulations named in 'The policy' above.

Email Mailing List & Marketing Messages

We operate an email mailing list program, used to inform subscribers about products, services and/or news we supply/publish. Users can subscribe through an online automated process where they have given their explicit permission. Subscriber personal details are collected, processed, managed and stored in accordance with the regulations named in 'The policy' above. Subscribers can unsubscribe at any time through an automated online service, or if not available, other means as detailed in the footer of sent

marketing messages (or unsubscribe from all Mailerlite lists). The type and content of marketing messages subscribers receive, and if it may contain third party content, is clearly outlined at the point of subscription.

Email marketing messages may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of subscriber data relating to engagement, geographic, demographics and already stored subscriber data. Our EMS (email marketing service) provider is: Mail chimp and you can read their privacy policy [here](#).

External Website Links & Third Parties

Although we only look to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website.

We cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note they click on external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Social Media Policy & Usage

We adopt a Social Media Policy to ensure our business and our staff conduct themselves accordingly online. While we may have official profiles on social media platforms users are advised to verify authenticity of such profiles before engaging with, or sharing information with such profiles. We will never ask for user passwords or personal details on social media platforms. Users are advised to conduct themselves appropriately when engaging with us on social media.

There may be instances where our website features social sharing buttons, which help share web content directly from web pages to the respective social media platforms. You use social sharing buttons at your own discretion and accept that doing so may publish content to your social media profile feed or page.

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).

We also give you the option to manage your data via Email or Writing to us.

While we do not hold personal data any longer than we need to. The duration will depend on your relationship with us, and whether it is ongoing. We may keep some of your personal data for up to 7 years after our working contract with you has finished for Tax legislation purposes. After this time we will archive your photographs indefinitely along with your relevant details and consent forms. This is due to requests for replacement images being made several years after being taken. Data obtained upon initial enquiry

that does not result in a contractual booking with Slice of Life Photography will be deleted from our records 1 month after communication ceases (unless express consent has been given for marketing communications).

Changes to our privacy policy and control

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.