

Data protection policy

- Policy last updated: 25 May 2018
- Next review date: 23 May 2019

Introduction

Kerry Ann Duffy Photography values your privacy. My goal is to be transparent about how I collect and use the information about you. This Policy is intended to help you understand the following:

1. What information I collect about you
2. How I the information I collect
3. How I store the information I collect
4. How you can access and control the information I collect

Statement of Commitment

I appreciate the value of information in business and respect your personal privacy. I promise to safeguard the information I receive from you prudently and with care. If the following does not answer your inquiry concerning personal information, or you wish to speak with someone in person about my policy,

Please contact us at

Info@kerryannduffy.com 07545 896128

1. What information I collect about you

The personal data Kerry Ann Duffy Photography collects itself or is freely provided by our customers are as follows,

- Names of individuals
- Postal addresses
- Email addresses
- Telephone numbers
- Payment Information (encrypted)

Cookies and IP tracking.

Our Website info@kerryannduffy.com uses cookies and IP tracking.

In general, cookies are used to retain user preferences, store information for things like shopping baskets, and provide anonymised tracking data to third party applications like Google Analytics.

As a rule, cookies will make your browsing experience better. However, you may prefer to disable cookies on this site and on others. The most effective way to do this is to disable cookies in your browser.

2. How I use the information I collect?

How I use the information I collect depends on any preferences you have communicated to me and how it is used to interact with the third-party services. Below are the specific purposes for which I use the information I collect about you:

- a) **To personalise your experience:**
I use information about you to provide the services to you, provide customer support, and operate and maintain the services.
- b) **For development:**
I use data to continuously improve my services and provide a better product to my users. I use site analytics and customer feedback to respond and improve.
- c) **To communicate with you about the services:**
I use your contact information to send transactional communications via email and within the services, including confirming your payments, reminding you of future payments, responding to questions and requests and providing customer support,
- d) **To market and promote our services:**
I may use your contact information only after you have opted in. I may send you newsletters or offers of other events. Users can control whether they receive these communications. You will not receive third party marketing materials.
- e) **Customer support:**
I use your information to resolve technical issues you encounter, to respond to your requests for assistance, to analyse information, and to repair and improve the Services.
- f) **With your consent**
I use information about you where you have given me consent to do so for specific purposes not listed above. For example, I may publish testimonials or featured customer stories to promote the services, only with your explicit permission.
- g) **Social networking websites.**
I may use limited personal information about you and/or your event and share it with social network websites, such as Facebook.
- h) **How I share information I collect:**
Kerry Ann Duffy Photography will never share your information with a third party unless required to perform a service or if required by law enforcement.

3. How I store and secure information I collect

I do my utmost to protect user privacy through the appropriate use of security technology. I restrict access to Your Data to employees, contractors and agents who need to know such Your Data in order to operate, develop or improve the services that I provide.

a) Information storage and security:

Kerry Ann Duffy Photography uses industry leading data hosting services to host the information I collect. I follow security best practices to secure your data.

We use the following third parties to store some of your data

- i. [Google Analytics](#) - site and traffic analytics
- ii. [MailChimp](#) - newsletter and transactional email provider
- iii. [Zenfolio](#) – Gallery hosting for your online photos
- iv. [Siteground](#) – hosting services for our website
- v. [Backblaze](#) – Cloud backup software

b) How long I keep information

How long I keep information I collect about you depends on the type of information. Your Data will be kept and stored for such period of time as I deem necessary taking into account the purpose for which it was collected in the first instance.

This may include retaining your data as necessary to comply with my legal obligations, to resolve disputes, to support business operations, and to continue to develop and improve my Services.

Where I retain information for service improvement and development, I take steps to eliminate information that directly identifies you, and I only use the information to uncover collective insights about the use of my service, not to specifically analyse personal characteristics about you.

4. How you can access and control the information I collect (also called, ‘subject access requests’)

All individuals who are the subject of personal data held by Kerry Ann Duffy Photography are entitled to:

- the right of access to personal data relating to you
- the right to correct any mistakes in your personal data;
- the right to ask me to stop contacting you with direct marketing;
- the right to restrict or prevent your personal data being processed;
- the right to have your personal data copied and sent to you
- the right to delete personal data relating to you

How to contact us about your data

Data requests from individuals should initially be made by email to **info@kerryannduffy.com**

Individuals will be charged £10 per subject access request. We aim to provide the relevant data within 14 days. We will always verify the identity of anyone making a subject access request before handing over any information.

Privacy Policy – Kerry Ann Duffy Photography Ltd
Effective Date: May 25, 2018

A version of this statement is also available on the company’s website.
<https://www.kerryannduffy.com/privacy-policy.pdf>