

# CATHERINE EAST

PHOTOGRAPHER

## PRIVACY POLICY

Thank you for your interest in my business. Catherine East Photography considers Internet user privacy and data protection to be of paramount importance.

## THE POLICY

This privacy policy is for the [www.catherineeast.co.uk](http://www.catherineeast.co.uk) website and governs the privacy of its users who choose to use it. By using this site, you consent to the terms of this website privacy policy. Catherine East Photography does not collect, use or disclose your personal information for any purpose other than those identified below, except with your consent or as required by law.

This policy will explain areas of this website that may affect your privacy and personal details, how those details are processed, collected, managed and stored and how your rights under the GDPR & DPA are adhered to.

## Data Protection Legislation

This website complies with the DPA (Data Protection Act 1998) and complies with the GDPR (General Data Protection Regulation) in relation to all processing of personal data supplied to Catherine East Photography by users and other personal data in our possession for any reason.

## CONTACT & COMMUNICATION

Users contacting this us through this website do so at their own discretion and provide any such personal details requested at their own risk.

The [www.catherineeast.co.uk](http://www.catherineeast.co.uk) website collects private user data using the contact form [catherineeast.co.uk/contact](http://catherineeast.co.uk/contact) which generates emails sent to [hello@catherineeast.co.uk](mailto:hello@catherineeast.co.uk). The information will be stored in the email generated by this contact form which will be filed in the email account for Catherine East Photography which is hosted by Apple Mail and which can only be accessed by Catherine East. If you wish to request for any email(s) containing your personal information to be deleted, please email [hello@catherineeast.co.uk](mailto:hello@catherineeast.co.uk)

The data enclosed is also stored on the website server, in most cases dating back to when each form was created. The website server is accessible by the website administrators at Grizzly Bear Design ([www.grizzlybeardesign.co.uk](http://www.grizzlybeardesign.co.uk)). Grizzly Bear Design never accesses or shares this data other than by request of Catherine East.

By completing the contact form you agree to Catherine East contacting you about Catherine East Photography services. You will not be added to any mailing lists (unless you request to do so) and will only be contacted by Catherine East in relation to your enquiry.

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## CLIENT DATA

CEP only collects personal information about you (or your group), such as your name(s), email address, postal address, telephone number(s) that you knowingly provide. During the course of planning a photo session /event Catherine East Photography may also collect additional information about you/your group including approximate age of any children participating in family bookings but this specific type of information is retained for "Session Plan" purposes only and is redacted shortly after your photo collection is delivered.

Data stored as hard copy contracts and session plans are filed in Catherine East Photography's secure home office. Electronic copies (including invoices and client photos) are safely stored within a password protected home office computer and backed up by two external hard drives (one of which is stored offsite at a secured location.) An additional cloud copy of all documents is stored on GDPR compliant iCloud.

## DATA RETENTION

Your online order data is stored for a number of years as required by tax law. Some aspects of your online order data can be anonymised at your request and to the extent allowable by law. Your other non-order data (i.e. marketing or messaging data) can be deleted or anonymised at your request, as per requirements of General Data Protection Regulation (GDPR). You may also unsubscribe from marketing communications at any time.

## SECURITY

To protect your personal information, Catherine East Photography takes reasonable and appropriate security measures to protect against loss, misuse, unauthorised access and destruction in the light of the risks inherent in processing and holding this information. However, the internet cannot be guaranteed to be fully secure and we cannot ensure or warrant the security of any information you provide to Catherine East Photography. Please keep this in mind when providing your personal information.

Where password access is required for certain parts of the website/client gallery, users are responsible for keeping their password confidential.

## YOUR RIGHTS

If at any point you believe the information processed on you is incorrect, you may request to see this information and even have it restricted, rectified or deleted. You also have the right to withdraw consent of use. If you wish to raise a complaint on how your personal data has been handled, you can contact our Data Protection Officer who will investigate the matter. Unless otherwise stated in this document, the managing director of this website acts as the EU Data Protection Officer (DPO) and can be reached from the contact page of this website.

## THIRD PARTIES

Catherine East Photography will never sell any personal information we receive through our website or any other platform to any third party unless obliged or permitted by law to do so.

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## EXTERNAL WEBSITE LINKS

Catherine East Photography endeavours to include only high quality, safe and relevant external links but users are advised to adopt a policy of caution before clicking any external web links mentioned throughout the website and do so at their own risk. Catherine East Photography cannot guarantee or verify the contents of any externally linked website despite best efforts and cannot be held liable for any damages or implications caused by users visiting external links mentioned.

## EMAIL MARKETING

Where Catherine East Photography has clearly stated and made you aware of the fact, and where you have given your express permission, Catherine East Photography may use your details to send you products/services information through a mailing list system.

An email mailing list program may be used on occasion (no more than 4 times per year) to inform subscribers about new products, services, promotions and/or news/education.

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 via the emails they receive as detailed in the footer of sent marketing messages. 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.

Catherine East Photography uses Mailchimp (an email marketing service) and you can read their [privacy policy here](#)

## 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 computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information.

## CLIENT GALLERIES

Catherine East Photography creates a gallery for each client to whom photos are delivered as part of the services contracted. Catherine East Photography client galleries are externally hosted by Plxieset. You can read their [privacy policy here](#)

To visit a client gallery you will be required to enter personal data (namely your email address) and a password. Your personal data (email address) will be stored within the Plxieset system, on their servers and will be used to email you only with information relevant to the client gallery you have accessed.

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Only Catherine East will have access to your personal data (email address) stored on Pixieset's system on behalf of Catherine East Photography. It will only be used as detailed above, will not be used for any other marketing purposes and will not be passed onto any third parties.

The Pixieset Technical Support Team will have the 'means' to access to your personal data (email address) but will never access or share this data other than by request from Catherine East.

If you wish to request for your personal data (email address) to be deleted from Pixieset's servers, please email [hello@catherineeast.co.uk](mailto:hello@catherineeast.co.uk)

## PHOTOGRAPHS

Under GDPR legislation a photograph 'may in some instances' constitute a form of personal data. As such Catherine East Photography will not photograph an individual as a means of identification and authentication unless consensually contracted to do so.

Guests at events, appear in photos taken by Catherine East Photography as a part of the visual recording of the event in photos. Guests captured in portraits or in group photos do so as part of the event and their rights are protected by Catherine East Photography as detailed in this privacy policy.

In terms of explicit GDPR compliance, Event clients and guests are photographed within the parameters of GDPR legislation on the basis of 'legitimate interests'. The taking of photographs of event guests when viewed as a form of processing personal data is necessary for the legitimate interests of Catherine East Photography as a photography business unless there is a good reason to protect a given individual's personal data which overrides those legitimate interests.

Operating within the parameters of legitimate interests as laid out in GDPR legislation, the disproportionate effort involved in providing privacy policy information to all guests/participants at the event and the degree to which it would distract Catherine East from performing the job renders it infeasible to do. Clients are therefore requested in their contract to direct their guests to read this privacy policy in advance of the event and to advise them to contact us in advance with any concerns around the processing of their personal data, namely being photographed.

## DISPLAY OF IMAGES

Photographs may be displayed to promote Catherine East Photography on the Catherine East website and blog, on social media, on wedding blogs, on wedding photography related websites, in exhibitions, in advertising, brochures, magazine articles and other such material, providing that the images used are used lawfully and without damage to Catherine East Photography's client(s). The rights of the people captured in these photographs are protected by Catherine East Photography as detailed in this privacy policy.

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## SOCIAL MEDIA POLICY

Catherine East Photography adopts a safe and responsible social media policy. The official account profiles can be accessed via the Catherine East Website but users are advised to verify the authenticity of profiles before engaging with, and sharing information on these accounts. Catherine East Photography will not ask for personal details on open social media platforms.

Users are advised to conduct themselves appropriately when engaging with Catherine East Photography on social media.

## GENERAL

You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.

If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.

Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.

This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

## Definitions

For purposes of the Data Protection Act 1998, Catherine East Photography is the “data controller”

“Including” within the policy is understood to mean “including without limitation

The headings and sub-headings do not form part of this privacy policy

## CHANGES TO THIS PRIVACY POLICY

Catherine East Photography reserves the right to change this privacy policy as deemed necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations.

Catherine East Photography will update this policy accordingly after the completion of the UK’s exit from the European Union.

**Please don’t hesitate to get in touch if you have any queries regarding this privacy policy.**

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