**PRIVACY POLICY**

**Sally Baker Photography** respects your privacy and is committed to protecting your personal data so this notice will try and clearly explain how I collect and use it.

It is important that the personal data I hold about you is accurate and current. Please keep me informed if your personal data changes during your relationship with me.

**THIRD-PARTY LINKS**

This 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. I do not control these third-party websites and are not responsible for their privacy statements. When you leave my website, I encourage you to read the privacy notice of every website you visit.

**THE DATA I COLLECT ABOUT YOU**

Personal data, or personal information, means any information about an individual from which that person can be identified.

I may collect, use, store and transfer different kinds of personal data about you which I have grouped together as follows:

1. **Identity Data** includes first name, maiden name, last name, username or similar identifier, photograph, marital status, title, date of birth and gender.
2. **Contact Data** includes billing address, delivery address, email address and telephone numbers.
3. **Financial Data** includes bank account and payment card details.
4. **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from me.
5. **Usage Data** includes information about how you use my website, products and services.
6. **Marketing and Communications Data** includes your preferences in receiving marketing from me and your communication preferences.

I also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose.

**HOW IS YOUR PERSONAL DATA COLLECTED?**

I use different methods to collect data from and about you including through:

1. **Direct interactions.** You may give me your Identity, Contact and Financial Data by filling in forms or by corresponding with me by post, phone, email or otherwise. This includes personal data you provide when you:
2. apply for my products or services;
3. subscribe to my service or publications;
4. request marketing to be sent to you;
5. give me some feedback.
6. **Third parties or publicly available sources.** We may receive personal data about you from various third parties [and public sources] as set out below:
7. analytics providers such as Google based outside the EU

**HOW I USE YOUR PERSONAL DATA**

I will only use your personal data when the law allows me to. Most commonly, I will use your personal data in the following circumstances:

1. Where I need to perform the contract we are about to enter into or have entered into with you.
2. Where it is necessary for my legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
3. Where I need to comply with a legal or regulatory obligation.

Generally I do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting me at sally@sallybakerphotography.com.

**PURPOSES FOR WHICH I WILL USE YOUR PERSONAL DATA**

1. To register you as a new customer
2. To process and deliver your order, including collecting and recovering money owed to me
3. To manage my relationship with you
4. To use data analytics to improve my website, products/services, marketing, customer relationships and experiences
5. To make suggestions and recommendations to you about goods or services that may be of interest to you

**MARKETING**

I strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

**PROMOTIONAL OFFERS FROM US**

I may use your identity, contact and usage data to form a view on what I think you may want or need, or what may be of interest to you. This is how I decide which products, services and offers may be relevant for you.

You will receive marketing communications from me if you have requested information from me or purchased goods or services from me, in each case, you have not opted out of receiving that marketing.

**THIRD-PARTY MARKETING**

I will get your express opt-in consent before I share your personal data with any company outside of Sally Baker Photography for marketing purposes.

**OPTING OUT**

You can ask me or third parties to stop sending you marketing messages at any time by contacting me atsally@sallybakerphotography.com at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to me as a result of a product/service purchase or experience or other transactions.

**CHANGE OF PURPOSE**

I will only use your personal data for the purposes for which I collected it, unless I reasonably consider that I need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact me at sally@sallybakerphotography.com.

If I need to use your personal data for an unrelated purpose, I will notify you and I will explain the legal basis which allows me to do so.

Please note that I may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

**DATA SECURITY**

I have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

**HOW LONG WILL YOU USE MY PERSONAL DATA FOR?**

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

By law I have to keep basic information about my customers (including contact, identity, financial and transaction data) for six years after they cease being customers for tax purposes.

**YOUR LEGAL RIGHTS**

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These include:

* **Request access** to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data I hold about you and to check that I am lawfully processing it.
* **Request correction** of the personal data that I hold about you. This enables you to have any incomplete or inaccurate data I hold about you corrected, though I may need to verify the accuracy of the new data you provide to us.
* **Request erasure** of your personal data. This enables you to ask me to delete or remove personal data where there is no good reason for me continuing to process it. You also have the right to ask me to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where I may have processed your information unlawfully or where I am required to erase your personal data to comply with local law. Note, however, that I may not always be able to comply with your request of erasure for specific legal reasons, which will be notified to you, if applicable, at the time of your request.
* **Object to processing** of your personal data where I am relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where I am processing your personal data for direct marketing purposes. In some cases, I may demonstrate that I have compelling legitimate grounds to process your information, which override your rights and freedoms.

**WHAT I MAY NEED FROM YOU**

I may need to request specific information from you to help me 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. I may also contact you to ask you for further information in relation to your request to speed up our response.