

# Privacy Statement for Trent Portraiture

## In plain language

We will only use the information you tell us to help provide our photography services to you. We will not bombard you with marketing emails and any we do send will have the option to unsubscribe on them. None of your data will be shared outside of providing our photography services without your permission unless we are legally obliged to do so. We'll protect your data as if it's our own and only hold it as long as its needed. We also use Google analytics to help find out if our advertising is working but this is anonymous. If you have any questions about this privacy policy, please get in touch.

## The official version

This privacy statement sets out how Gary Trent, trading as Trent Portraiture, uses and protects any information that you provide.

Please read this privacy policy before using this website. By using this website you indicate your consent to the use of your personal information as described in this privacy statement.

Trent Portraiture is committed to ensuring that your privacy is protected and abide by our responsibilities under the Data Protection Act 2018 and the General Data Protection Regulations.

Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

We keep our privacy notices under regular review. If there are any changes we will update this page. This privacy notice was last updated on 6 March 2019. Please read the policy from time to time to ensure that you are happy with how any changes affect you.

### What we collect

We may collect the following information:

- your name
- contact information including email address and telephone number
- demographic information such as postcode, preferences and interests
- other information relevant to your photo shoot

What we use your information for:

- To communicate with you
- To process your orders
- To improve our products and services
- To periodically send promotional emails about events, offers or other information which we think you may find interesting using the email address which you have provided.

- Internal record keeping

You are free to change your mind. If you do not wish to receive further e-mails, you will always find an 'unsubscribe' link at the end of all emails. Alternatively please contact us at:

[gt@trentportraiture.com](mailto:gt@trentportraiture.com)

## **Security**

We have implemented technologies and policies with the objective of protecting your privacy from unauthorised access and improper use and will update these measures as appropriate as new technologies become available.

## **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual visitor. The web application can tailor its operations to your needs and preferences by gathering and remembering information.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement.

## **Your rights**

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

Subject to some lawful restrictions in certain circumstances, you have the right to:

- request a copy of the personal information we hold about you
- have any inaccuracies in the personal information corrected
- request that your personal information is erased where there is no lawful justification for us continuing to process it
- object to the processing of your personal information
- request the restriction of processing of your personal information

You may request details of personal information which we hold about you under the Data Protection Act 2018. If you would like a copy of the information held on you please write to The Data Controller, Trent Portraiture, 24 Barnfield, Hemel Hempstead, Hertfordshire HP3 9QH. Alternatively, email [gt@trentportraiture.com](mailto:gt@trentportraiture.com).

If you believe that any information we are holding on you is incorrect or incomplete, please write to us at the above address or email us. We will promptly correct any information found to be incorrect.