



## The Information that we hold about you

We may hold the following personal information

1. Information that you have provided to us directly, such as :
  - a. Your email address, telephone number, social media profile and/or any other relevant contact information that you have chosen to provide
  - b. Your postal address if required to deliver all or part of a product or service
  - c. Information about birthdates or anniversaries (of either yourself or your dependents) where this has formed an integral part of your package e.g. newborn sessions / birthday packages / weddings
  - d. Information about allergies and/or medical conditions in so far as it may have been relevant and necessary to your booking e.g. cake smash sessions
2. Images of you and/or your dependents produced in the course of delivering your photography package
3. Information that we can access via Third Parties, such as :
  - a. Data about your activity and interaction with your online gallery
  - b. Data about your activity and interaction with our marketing communications
  - c. Data about payment clearance and invoice settlement for transactions made with Sarah Lee Photography

We specifically DO NOT hold :

1. Personal financial data, such as your bank account or debit/credit card number

In-person credit/debit card payments, online payments and invoicing are all managed by our merchant partner ([www.Paypal.com](http://www.Paypal.com)) At no stage in the process do we have visibility or access to your credit/debit card or personal banking information.

## How we use your personal information

We will use your personal information (including sharing it with others)

1. Where it is necessary to provide you with our products and services, such as :
  - a. Using your contact details to correspond directly with you in relation to your booking and any subsequent orders
  - b. Holding records about our interactions with you, e.g. your session plan, any specific requests for your photoshoot, product specifications etc
  - c. Using your email address to generate payment requests and/or to issue digital receipts.
  - d. Sharing your Email address with our gallery partner ([www.passgallery.com](http://www.passgallery.com)) in order to provide your online viewing gallery \*
  - e. Sharing your images with our production partners in the course of placing any print and product orders
  - f. Using your postal address for delivery of any welcome literature and/or products that you request delivered by post

\*You may choose to opt out of sharing your Email address with our partner and receive your gallery link anonymously as a guest. However, this may limit some of your functionality such as the ability to share images on facebook and Pinterest.

2. Where there is a legal or statutory reason for doing so, such as :
  - a. Using data about your booking in the preparation of our annual accounts
  - b. Complying with UK government requirements if/when requested e.g. for the purposes of Track and Trace
  - c. To cooperate with government or law enforcement agencies in enforcing and complying with the law
  - d. In any other circumstances where a legal or statutory obligation arises for us to do so

3. For our legitimate interests or those of others, such as :
  - a. For the management, auditing and improvement of our business operations
  - b. For the purpose of disclosures in business grant, loan or other applications
  - c. For Market Research and customer analytics
  - d. For marketing and promotional activities including :
    - i. Sending you direct personalised reminders by Email or via social media about upcoming milestones in so far as they relate to our services, for example birthdays and/or baby due dates \*
    - ii. Sharing your Email address with our mailing list provider ([www.mailchimp.com](http://www.mailchimp.com)) in order to distribute marketing communications in relation to news, special offers and upcoming promotions that we believe will be of interest to you \*
    - iii. Using images with no identifying information to update our online portfolio, to produce sample products or marketing materials and to otherwise promote our business \*

\* You may choose to opt out of any of the above either at the time of making your booking or at any time thereafter by following the instructions in the communication or by emailing us at [enquiries@sarahleephoto.com](mailto:enquiries@sarahleephoto.com)

4. Where you have given us explicit consent to do so, such as:
  - a. Using your pregnancy images (or any other images of a sensitive nature) for marketing or promotional purposes
  - b. Posting sneak peeks of images with potentially identifying information on social media following your photoshoot

You may choose to withdraw your consent at any time by emailing us at [enquiries@sarahleephoto.com](mailto:enquiries@sarahleephoto.com)

## Sharing and disclosing your personal data

Your viewing gallery link will only be sent to the email address that you supply to us and with the exception of those purposes specifically listed in the section above, we will never share your personal data with any other third party.

## Data held outside of the UK

Your email address will be shared outside of the UK with our online gallery provider ([www.passgallery.com](http://www.passgallery.com)) and our newsletter provider ([www.mailchimp.com](http://www.mailchimp.com)) both of whom are based in the US

In ordering certain specific products, your images may also be shared outside of the UK with one of our EU production partners

## Retention of your personal data

- a) Your contact details will be held for as long as we continue to provide services or products to you
- b) Non-identifying financial data about your session will be retained for accounting and audit purposes in compliance with legal and regulatory requirements
- c) Your images will be held on file with us for a minimum 12 month period after your final session date or until after all of your orders have been fulfilled (if longer than 12 months)
- d) Your private viewing gallery will remain active until such time as our service provider ceases hosting our galleries or you instruct us to delete it by emailing [enquiries@sarahleephoto.com](mailto:enquiries@sarahleephoto.com)

## Your data protection rights

The rights that you have under UK data protection laws include the following :

- a) The right to be informed about the processing of your personal information
- b) The right to have your personal information corrected if it is inaccurate and to have incomplete personal information completed
- c) The right to object to the processing of your personal information
- d) The right to restrict processing of your personal information
- e) The right to have your personal information erased
- f) The right to request access to your personal information and how we process it

You may choose to exercise any or all of your data protection rights at any time by emailing [enquiries@sarahleephoto.com](mailto:enquiries@sarahleephoto.com) We will respond to your email within 10 working days and take any appropriate action within 30 days or as soon as it is practical to do so

## Changes to the privacy policy

This privacy notice may be updated periodically to reflect changes in the law and/or our privacy practices.



**Sarah Lee Photography Studio**  
**Foxhill Building**  
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