

## **Privacy Policy - Altered Images Photography**

1. What information is being collected?
  - 1.1. We collect a variety of information before, during & after you book with Altered Images Photography and use any of our services. This includes: -
    - 1.1.1. Names, addresses and contact information of the person(s) placing an order with us
    - 1.1.2. Names, addresses and contact information of the person(s) using our services
  - 1.2. If you email us or send us messages via social media, these messages are stored within our email system or social media accounts. These messages are stored for as long as practicable to allow us to provide you with better future services.
2. Who is collecting the data?
  - 2.1. This data is being collected by Altered Images Photography, 28 Beacon Road, Sutton Coldfield, B73 5ST. We password protect our data management software to hold our data
3. How is it being collected?
  - 3.1. The majority of our data is collected directly from you. Whether you fill out a form online, or tell us face to face, via the telephone, via email or message.
  - 3.2. In some cases the data may be given to us by a third party. This includes if somebody purchases a voucher for you - they will usually give us your name and details to allow us to process the order and provide our service to you.
4. Why is it being collected?
  - 4.1. Most of the data we collect is solely for the purpose of providing you with a service you have ordered, or had ordered for you.
  - 4.2. Some of the data we collect is to help provide you with a better customer service experience
  - 4.3. We are required by law to collect & store certain information relating to any order you place with us
5. How will it be used?
  - 5.1. Data we collect will be used by Altered Images Photography to enable us to provide services & products to you
  - 5.2. Contact data (email addresses) may be used to send you direct offers from Altered Images Photography about upcoming promotions or events. These can be unsubscribed at any time
  - 5.3. Altered Images Photography may internally analyse data for business & forecast purposes

6. Who will I be shared with?

6.1. We take your privacy very seriously. We do not sell your data to third party organisations. There are a few scenarios where some of your data may be shared with third parties to allow us to provide services to you. These include: -

6.1.1. Delivery & postage service providers to allow us to send you documentation and orders you have placed (Information shared includes name, address and in some cases email address / telephone number)

6.1.2. Law enforcement & legal requirements - we will provide data to law enforcement agencies if issued with a court order to do so

7. How will this affect you?

7.1. We collect, store & process your data in such a way that should have no negative effect on you as an individual.

8. How long is the data stored?

8.1. Most of the data we collect is stored indefinitely. This is to allow us to provide a better service to you as a customer in the event that you contact us again in the future

8.2. We are legally obliged to store some data for a minimum amount of time, for example sale order records, payment records etc

9. Access to stored data

9.1. If you have any questions about the data we hold about you, please feel free to contact us.

9.2. You may request a copy of any data we store about you - and we will comply with any requests as per the guidance of the Information Commissioner's Office

10. More Information

10.1. If you would like any clarification on how we collect, store and process your data - please contact us directly

10.2. If you would like further information on the legal guidelines we operate within, or have any concerns about how we use your data, please check then ICO's website at <https://ico.org.uk>

11. Our Details

11.1. This business is owned and operated by Clive Gidney trading as Altered Images Photography

11.2. Our principal place of business is at: 28 Beacon Road, Sutton Coldfield, West Midlands, B73 5ST

11.3. You can contact us in writing at the above address, or by email to [info@alteredimages.uk.com](mailto:info@alteredimages.uk.com)