



Peacock Obscura Photography

PRIVACY NOTICE

We ask that you read this privacy notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and other organisations in the event you have a complaint. Please see the section on **'Your rights'** for more information.

Introduction

We are Peacock Obscura Photography and we are committed to safeguarding the privacy of our customers and website visitors. In order to provide a photography service to our customers we collect and use certain personal information about you.

Personal information means any information about you from which you can be identified, but it does not include information where your identity has been removed (anonymous data).

As the 'controller' of personal information, we are responsible for how that data is managed. The [General Data Protection Regulation](#) ("GDPR"), which applies in the United Kingdom and across the European Union, sets out our obligations to you and your rights in respect of how we manage your personal information.

As the 'controller' of your personal information, we will ensure that the personal information we hold about you is:

1. used lawfully, fairly and in a transparent way.
2. collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
3. relevant to the purposes we have told you about and limited only to those purposes.
4. accurate and kept up to date.
5. kept only as long as necessary for the purposes we have told you about.
6. kept securely.

If you have any questions about this privacy notice or would like further explanation as to how your personal information is managed, please send an email to Andy.pickard@peacockobscura.co.uk write to 3 Field Close, Hilton, Derby, DE65 5GL or call 07462383701

The personal information we collect and use in relation to people who enquire about and use our services

Information collected by us

When you enquire about our services via any of the following methods:

- Face to Face (including wedding fayres)
- Email
- Telephone
- Our Website www.peacockobscura.co.uk
- and during the course of providing our services to you

we collect the following personal information when you provide it to us:

Your name, home address, and contact details (including your telephone number, email address)

Credit or direct debit details (if you pay for some or all of our services using one of these methods)

Photographs of your event

Information collected from other sources

We do not obtain personal information from any other sources.

How we use your personal information

We use your personal information to:

Prepare and create a suitable plan for your event

To communicate with you regarding your event and personalise the service delivered to you

Make reasonable adjustments, when required, to meet your individual needs

Invoice you for the services provided in accordance with our terms and conditions

Carry out quality assurance procedures, review our service and improve our customer experience

To advertise the services of Peacock Obscura with prior written consent, we may use images on the following platforms;

- Facebook
- Instagram
- At photography events (i.e. wedding fayres)
- In promotional material (i.e. brochures)

Who we share your personal information with

We will share personal information only with law enforcement or other authorities if required to do so by law.

We will not share, sell or trade your personal information with any other third party.

Whether information has to be provided by you, and if so why

The provision of your name, home address is required so that we can deliver the services of Peacock Obscura and so that we can invoice you for the fees.

We will inform you at the point of collecting information from you, whether you are required to provide the information to us.

How long your personal information will be kept

- We will hold the personal information kept within your customer file for 1 year following the date of the event
- Financial transactions are kept for 7 years as recommended by the Information Commissioners Office.
- Images are stored indefinitely on our gallery; Zenfolio (to view their privacy policy please visit www.en.zenfolio.com/privacy) digital negatives are stored for 5 years for the benefit of the client.

Email addresses collected for access to event galleries are erased within 12 months.

The personal information we hold

Reasons we can collect and use your personal information

We rely on the following grounds within the GDPR:

- Article 6(1)(b) – processing is necessary for the performance of a contract to which the data subject is party or to take steps at a request of the data subject prior to entering a contract
- Article 6 (1)(A) – The data subject has given prior consent to the processing of his or her personal data for one or more specific purposes as the lawful basis on which we collect and use your personal data.

Your rights

Under the [GDPR](#) you have a number of important rights free of charge. In summary, those include rights to:

- Fair processing of information and transparency over how we use your personal information;
- Access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address;
- Require us to correct any mistakes in your information which we hold;

- Require the erasure (i.e. deletion) of personal information concerning you, in certain situations. **Please note that if you ask us to delete any of your personal information which we believe is necessary for us to comply with our contractual or legal obligations, we may no longer be able to provide services to you;**
- Receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations;
- Object at any time to processing of personal information concerning you for direct marketing;
- Object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you;
- Object in certain other situations to our continued processing of your personal information;
- Otherwise restrict our processing of your personal information in certain circumstances;
- Claim compensation for damages caused by our breach of any data protection laws;

For further information on each of those rights, including the circumstances in which they apply, see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals' rights under the General Data Protection Regulation](#).

How to contact us

If you would like to exercise any of those rights, please:

- Email, call or write to us at Andy.pickard@peacockobscura.co.uk / 07462383701 / 3 Field Close, Hilton, Derby, DE65 5GL.
- Let us have enough information to identify you (eg your name and address),
- Let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- Let us know the information to which your request relates, including any account or reference numbers, if you have them

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

How to complain

We hope that we can resolve any query or concern you raise about our use of your information.

The [GDPR](#) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

Changes to this privacy notice

This privacy notice was published on 30.05.2018 and last updated on 30.05.2018.

We may change this privacy notice from time to time, when we do we will inform you via our website.

Do you need extra help?

If you would like this notice in another format (for example: audio, large print, braille) please contact us (see 'How to contact us' /above).