

Privacy Policy

Your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your personal data when you use our website and services. We follow these key principles:

- We only collect personal information when necessary for our services.
- We do not share your information with third parties, except where required by law or essential for service provision.
- We take appropriate security measures to protect your data. By using our website and services, you consent to the data practices outlined in this policy.

1. WHO WE ARE

Controller for the purposes of the General Data Protection Regulation (GDPR), other data protection laws applicable in the UK and other provisions related to data protection is:

Sharon Thomson
Delmora, Old Hexthorpe, Balby, Doncaster, DN4 0JB
Phone: 07843448520
Email: dataprotection@sharonelizabeth-photography.com
Website: www.sharonelizabeth-photography.com

2. WHAT WE COLLECT

- We may collect the following types of personal data:
- Identity Data (Name, Email, Phone Number, Address).
- Booking Information.
- Payment Details (Processed securely through third-party providers; we do not store card details).
- Website Usage Data (IP address, browser type, pages visited, cookies).
- Media Content (Photos & videos taken at events using our services).

3. CONTACT POSSIBILITY VIA THE WEBSITE

The SEP website contains information that enables you to contact us easily, via email, contact form or phone. If you contact us by e-mail or via a contact form, the personal data voluntarily transmitted by you is automatically stored for the purposes of processing or responding to your request – there is no transfer of this personal data to third parties.

4. HOW WE USE YOUR DATA

- To fulfil bookings and contracts (e.g., arranging your bookings).
- To communicate with you (e.g., respond to inquiries, send confirmations & updates).
- To improve our website & services (e.g., analysing visitor data).
- For marketing purposes (only with your consent, e.g., showcasing photos & videos on social media).
- To comply with legal obligations (e.g., tax reporting, fraud prevention).

5. YOUR RIGHTS UNDER GDPR

Data protection legislation is there for the protection of both SEP and you (the client), with this as outlined below, you have the right to:

Sharon Elizabeth
PHOTOGRAPHY



www.facebook.com/SEPhotography2016



enquiries@sharonelizabeth-photography.com



www.sharonelizabeth-photography.com

- Access the personal data we hold about you.
- Correct inaccurate or outdated data.
- Request deletion of your personal data (“Right to be Forgotten”).
- Restrict processing under certain conditions.
- Object to processing (e.g., marketing use of your data).
- Request data portability (Transfer your data to another service provider).
- Withdraw consent for data processing at any time.

To exercise any of these rights, please contact us at: policy@sharonelizabeth-photography.com

6. COOKIES & WEBSITE TRACKING

We use cookies and similar tracking technologies to enhance user experience. These help us:

- Analyse website traffic & improve performance.
- Store user preferences for future visits.
- Offer targeted advertising (only with consent).

You can control cookies through your browser settings.

7. DATA RETENTION

We keep your personal data only for as long as necessary:

- Booking & service data: Up to 3 years after service completion.
- Payment records: As required by tax laws.
- Marketing data: Until you opt out.
- Website visitor data: Up to 6 months.

After these periods, we securely delete or anonymise your data.

8. SHARING YOUR DATA

We do not sell or share your data with third parties except:

- Service Providers (e.g., payment processors, delivery services).
- Legal Requirements (e.g., responding to police requests).

All third parties are required to handle your data securely and comply with GDPR.

Changes to This Privacy Policy

We may update this policy from time to time. Any significant changes will be communicated via our website. We encourage you to review this page periodically. Last updated: 24/02/2025.