

Privacy Policy

The policy: This privacy policy is for the website www.jrhphotography.net serviced by *Rule 5 Solutions* on behalf of JRH Photography, and governs the processes and policies relating to the privacy of those who use it. The purpose of this policy is to explain how your personal information is controlled, processed, handled and protected while browsing or using this website, or making purchases from its online shop, including your rights under current laws and regulations. If you do not agree to the following policy you should to cease viewing or using this website.

We use personal data

- To receive and respond to enquires via the site's contact form.
- To operate an email service to customers that may have subscribed to newsletters or have made purchases to notify them of new developments, offers and promotions.
- Where we have an appropriate legal basis for processing orders made via the online store.

About this policy

1. The protection of your privacy and personal information is important to us. We make sure that not only do we have appropriate security measures in place, but that any other organisation we work with to provide a service also meets the same standard as us.
2. The website uses a third party server and design platform which enables data collection and storage in compliance with their high standards of data security. The site operates upgraded security features to ensure your data is safe and will not be shared by the server and platform provider.
3. We will respect your privacy. You should receive marketing emails only occasionally from us and, if you agree, from other organisations we have carefully chosen. Where necessary we will make sure that the boxes you need to tick if you are happy to receive marketing are presented clearly and at an appropriate time.
4. We will make it clear at the point when we request your information, what we are collecting it for and how we are going to use it.
5. We will collect and use your personal information only if we have your permission or we have sensible business reasons for doing so.
6. We will minimise the amount of information we collect from you to what we need to deliver the product and services you have requested.
7. We will be clear in our dealings with you as to what information about you we will collect and how we will use it.

8. We will use personal information only for the purposes for which it was originally collected and we will make sure we store it safely, and delete it securely.
9. The website is accessible via the internet. Please remember that if you post any comments or links on any of our sites that they can be read and accessed by anyone and everyone.

If we, our service providers, or our commercial partners transfer any information out of the European Economic Area (EEA), it will only be done with the relevant legal instruments or permissions being in place.

What information we collect about you and how we use it

We may collect personal information from you when you:

- Complete the contact page on the website or for any of our online store services;
- enquire about the website, our services and products;
- when you work with us in a commercial capacity;
- through cookies;
- if you complete your details on surveys or feedback questionnaires;
- register for any of our mailing lists or events through the Website;

This personal information may include but is not limited to the following information about you:

- your name (including your first names and surname);
- your email address;
- phone contact;
- home address;
- other details about you that you or others provide to us; and
- sensitive personal data but only where you have provided your explicit consent for the collection of and use of such sensitive personal data.
- For the on-line store purchasing information and banking details are secure and not stored by our site and is not accessible by JRH Photography or the site managers Rule 5 Solutions.

Legal aspects

This is where we explain our legal basis for processing your information. When you use someone's information in a business, you need to have a legal reason for doing it, and you then need to state this clearly.

For an information service such as a newsletter or when you enter one of our competitions, if you come to one of our events, or make an informed purchase from the online store, we process your data using legitimate interest i.e. you are able to access lots of information and services in exchange for giving us

your details, and our relationship is one where the balance of benefit is in your favour. You always have a choice about us managing your data this way and can opt out of processing under this basis at any time.

Where you provide data in the course of an online purchase, we process your data under contract, i.e. your data is necessary for the fulfilment of the service.

Any additional contact, i.e. telling you about another product or service closely related to the product or service you have contracted is managed under legitimate interest.

We will always make it as easy as possible for you to opt out of things you don't want, providing it doesn't restrict our ability to provide you with the thing you have requested.

Profiling - sometimes we use little parts of your information to target the messages we send you, for instance, we might use your location to send you details of a competition. This is normally done manually or via an automatic notification service managed by us.

How long we keep your data. Sometimes a legal authority may require us to keep it for a certain amount of time. Otherwise we determine the length of time we keep your data, based on why you gave it to us in the first place. For example, if you contacted us or registered for an event or service, we'd keep your information, to let you know about the next one. Similarly if you have ordered from the online store.

When we don't need to keep your data anymore, we do one of three things:

- we erase it
- we keep a small amount because we have to, and keep it safe, sometimes disguising it.
- If you say you don't want to hear from us ever again, we keep the minimum amount information to make sure we leave you alone.

Children's Data:

We do not knowingly collect or store any personal information of children under the age of 16, because the mechanisms whereby we collect personal information are not applicable to this age group.

Making changes to the information you give us

You can rectify, erase, object to or restrict the way your information is handled without undue delay.

You can also ask to access the data we hold on you.

We're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you need to change any details or want to get in touch with us about anything to do with your information email us at rule5solutions@gmail.com.

Who we share data with

We do not and will not, sell or share your data at any time to anyone else for their own marketing purposes.

If you make a purchase from our online store, we will share your details with our contracted online store system partner if applicable, so that they can:

- Ensure your order is completed successfully
- Ensure the safe and secure transaction process

If you use the contact form, our server and website platform provider will automatically store the provided data which can be managed by JRH Photography by Rule 5 Solutions.

Transfer outside the European Economic Area

If we need to send any information outside of the EEA, it will only be done with the proper legal protections or permissions being in place.

Cookies

Cookies are little packets of data that sit on our website, in some cases to make it work, and in some cases to add additional services. For more information about cookies, how to look after them, even how to turn them off, please review your settings.

Google Analytics

We use Google Analytics on our site for anonymous reporting of site usage and for advertising on the site. If you would like to opt-out of Google Analytics monitoring your behaviour on our sites please use this link <https://tools.google.com/dlpage/gaoptout>

Your right to complain

If you are not satisfied with the way your request was handled, you have the right to lodge a complaint with the supervisory authority – details of which are given below:

Information Commissioner's Office

<https://ico.org.uk/make-a-complaint/>

Telephone: +44 303 123 1113

Changes to the privacy policy

If we make changes to our privacy policy we will show you what they are here. If these changes are significant, we may also choose to email relevant individuals with new details. If we are required by law, we will obtain your consent to make these changes.

Changes to this policy by date

- June 2020 – New privacy policy created.