

## Ana Kerr Photography Privacy Policy - 2018

### 1. What information is being collected?

1.1 We collect a variety of information when you place an order with Ana Kerr Photography and use any of our services.

This includes:

- Names, Addresses and Contact Information of the person(s) placing an order with us.
- Names, Addresses and Contact Information of the person(s) using our services.
- Names (and in some cases ages and gender) of all participants of a photo shoot.
- Details and notes taken throughout a photo session or service provided to help us remember conversations during and details of your session.

1.2 If you E-Mail us or send us messages via social media, these messages are stored within our e-mail 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 Ana Kerr Photography, Flat 7, Acacia house, 51 Kingston road, New Malden, London, KT3 3PE.

We use a password protected 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 for us online, or tell us face to face, via the telephone, via e-mail or message.

3.2 In some cases, 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 their 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 and 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 Ana Kerr Photography to enable us to provide our services and products to you.

5.2 Contact data (e-mail addresses) may be used to send you direct offers from Ana Kerr Photography about upcoming promotions or newsletters. These can be unsubscribed from at any time.

5.3 Ana Kerr Photography may internally analyse data for business and forecast purposes.

