

# Peter Thomas Photography Privacy Policy

Peter Thomas Photography specialises in portraiture, wedding and commercial photography.

The company is Peter Thomas Photography Ltd - Company Registration No. NI629487 | VAT reg. No. 242356422

The privacy policy describes how Peter Thomas Photography Ltd and any other companies in the group make use of the information you give when using our websites and marketing.

If you are asked for personal information when using our marketing services or website, it will only be used in the ways described in our privacy policy.

## ***What do we use your personal information for***

We gather and use certain information about individuals to provide products and services and to allow certain marketing functions as well as online sales on this website. We collect personal data from marketing and site registration.

Any data you provide can only be used with your permission. We will maintain our records for online, telephone and offline contact with you.

## ***3<sup>rd</sup> party services***

We use a number of 3<sup>rd</sup> party providers to manage and administer your information. These include:

- Mailchimp – provider of email marketing
- Lightblue – CRM system

## ***Competitions and special events***

We usually ask for the following when we are running competitions, or anything related to our online marketing or event marketing.

This information includes: Name, Address, Contact Email, Contact Telephone number, demographic postcode and contact times preferences.

Other information in relation to specific competitions may be asked for, e.g. children's ages and pet breed.

When buying a gift, we will also ask for the recipient's name and address.

Any other information requested will be in connection with your enquiry, any special offers or competitions.

## ***Your Choices***

You may opt out of receiving information from us by email or post at any stage by either contacting us or by clicking unsubscribe on our emails. If you would like to speak to someone directly please call 028 9075 6705 or email

[info@peterthomasphotography.com](mailto:info@peterthomasphotography.com)

### ***Data Processing***

We process data at our offices at Unit 17,48 Duncrue Street, Belfast, BT3 9BJ and at our registered address which is 18 Hillview Road, Carrickfergus,BT38 8YW.

We apply UK data protection law to our processing.

### ***Data Security***

We take appropriate steps to maintain our contact information in a secure format and. Our staff are bound by contract to our GDPR policy.

### ***Use of your information***

Your personal details that you have provided are only used by us to improve our services as well as to contact you in relation to your enquiry, special offers, online order processing, online and event registration. We may also contact you in connection with our own business development, market research and gifting service.

### ***Use of Cookies***

This website uses cookies to better the users experience while visiting the website. Where applicable this website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer / device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer / device.

Cookies are small files saved to the user's computers hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website. Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors.

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computers hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information [ <http://www.google.com/privacy.html> ]. Other cookies may be stored to your computers hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

### ***External Links***

Although this website only looks to include quality, safe and relevant external links, users are advised adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text / banner / image links to other websites)

The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

### **Social Media Platforms**

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

### **Shortened Links in Social Media**

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy urls [web addresses] (this is an example: <http://bit.ly/zyVUBo>). Users are advised to take caution and good judgement before clicking any shortened urls published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine urls are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

### ***Updates***

Please note that our privacy policy is updated from time to time. The latest version is always published on this page.

The website privacy policy was updated on May 10<sup>th</sup> 2018.

### ***Contact***

The Data Protection Officer

Peter Thomas Photography

48 Duncrue Street

Belfast

BT3 9BJ

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