



Privacy Policy

This policy gives you information on how Michelle Wileman Photography collects your data and how it may be used.

I value your privacy and your right to be left in peace. Like you, I hate cold calls and spam emails.

What information is being collected?:

I collect a variety of information before, during and after you book with Michelle Wileman Photography and use any of my services. This includes the following

- ♥ Names, addresses and contact information of the person(s) placing an order with us
- ♥ Names, addresses and contact information of the person(s) using my services
- ♥ Names (and in some cases ages and gender) of all participants of a photoshoot
- ♥ Details and notes taken throughout a photos session or service provided to help us remember conversations during and details of your session
- ♥ If you email us or send us messages via social media, these messages are stored within my email system of social media accounts. These messages are stored for as long as practicable to allow us to provide you with better future services

Who is collecting the data?

This data is being collected by Michelle Wileman Photography, 35 Beechmount Close, Iston-super-Mare, North Somerset, BS24 9EX. I use a password protected data management software to hold my data.

How is it being collected?

The majority of my data is collected directly from you. Whether you fill out a form for me online or tell me face to face, via the telephone, via e-mail or message on social media

In some cases, data may be given to me by a third party. This includes if somebody purchases a voucher for you, they will usually give me your name and details to allow me to process their order, and provide my service to you.

Why is it being collected?

Most of the data I collect is solely for the purpose of providing you with a service you have ordered, or had ordered for you.

Some of the data I collect is to help provide you with a better customer service experience.

I am required by law to collect and store certain information relating to any order you place with me.



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How will it be used?

Data I collect will be used by Michelle Wileman Photography to enable me to provide my services and products to you

Contact data (email addresses) may be used to send you direct offers from Michelle Wileman Photography about upcoming promotions or newsletters. These can be unsubscribed from at any time.

Michelle Wileman Photography may internally analyse data for business and forecast purposes.

Michelle Wileman Photography has a legitimate interest in using images taken in relation to your booking and may use these images in the following ways (note, clients are free at anytime to refuse the uses of these images):

- ♥ On social media for promotion & advertising purposes
- ♥ On my website for promotion & advertising purposes
- ♥ For marketing materials (business stationery, flyers, business cards etc)
- ♥ For publications/print

Facebook

I use a system called Facebook pixel for Michelle Wileman Photography on Facebook (<https://en-gb.facebook.com/michellewilemanphotography>) This allows me to target my advertising to the relevant people, for example if you have recently become engaged or you have an interest in bridal pages, my Facebook advertising would be likely to appear on your newsfeed in the target area you live in.

None of this is done to capture or store any personal information about your identity. More information about Facebook pixel can be found here (<https://en-gb.facebook.com/business/help/742478679120153>)

Who will it be shared with?

I take your privacy very seriously. I do not sell your data to third party organisations. There are a few scenarios where some of your data may be shared with third parties to allow me to provide my services to you. These include:

- ♥ Delivery and postage service providers to allow me to send you documentation and orders you have placed. The information shared includes name, address and in some cases email address/mobile number



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- ♥ Manufacturers (printing labs) if I am sending an order directly to you from a lab.
Information shared includes name, address and in some cases email address/mobile number
- ♥ Law enforcement and legal requirements - I will provide data to law enforcement agencies if issued with a court order to do so

How will this affect you?

I collect, store and process your data in such a way that should have no negative effect on you as an individual.

How long is the data stored for?

Most data I collect is stored indefinitely. This is to allow me to provide a better service to you as a customer in the event that you contact me again in the future.

I am legally obliged to store some data for a minimum amount of time, for example sale order records, payment records etc.

Access to stored data

If you have any questions about data I hold about you, please feel free to contact me.

You may request a copy of any data I store about you and I will comply with any requests as per the guidance of the Information Commissioner's Office.

More information

If you would like any clarification on how I collect, store or process your data please contact me directly, I am always happy to help.

If you would like further information on the legal guidelines I operate within, or have any concerns about how I use your data, please check the ICO's website at <https://ico.org.uk>

My details

This business is owned and operated by Michelle Wileman trading as Michelle Wileman Photography

My principal place of business is at: 35 Beechmount Close, Iston-super-Mare, North Somerset, BS24 9EX.



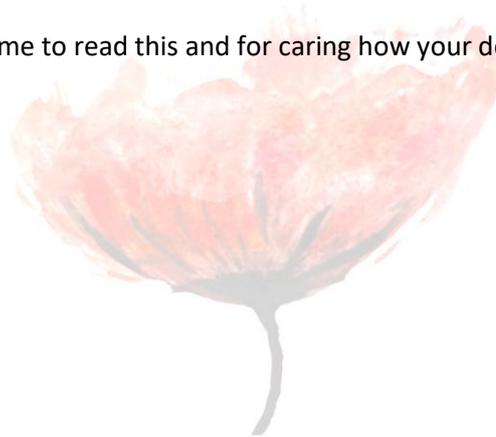
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You can contact me in writing to the above address, or by email to mpwileman@hotmail.co.uk

You can contact me by telephone on 0777-880-8992

I operate a no spam/no cold call policy. If you call or email me I will respond directly to that query only and will not store your details for any further marketing use. I always reply to your email and may also follow up with a text or message on social media for you to check I'm not lurking your junk folder.

Thank you for taking the time to read this and for caring how your details are being looked after.





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