

Privacy Policy

About Marge

Marge Bradshaw is a photographer based in Bolton, Greater Manchester. As a professional independent sole trader working on a range of projects for private and business clients, I am committed to ensuring any data I hold and use meets UK General Data Protection Regulation expectations and am registered with the Information Commissioner's Office (ICO). I work to industry-recognised standards.

About this document

This Privacy Notice sets out my policy with respect to information that can be associated with or which relates to a person and/or could be used to identify a person ("Personal Data"). It outlines when and why I collect personal information, and the procedures I use in my business to ensure data is kept responsibly and securely.

Your rights

Whether you are a client, or a business contact, you have the right to:

- Request a copy of the personal information I hold about you;
- Have inaccurate personal data corrected, erased or destroyed in certain circumstances;
- Have your data erased ('right to be forgotten or 'right to erasure') in certain circumstances;
- Restrict the processing of your personal information in certain circumstances, such as if it is likely to cause or is causing damage or distress.

If you consider that my processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with the ICO. If you have an access request then email marge-bradshaw@outlook.com. If you have a complaint about how your personal information is processed then you can also contact the [Information Commissioner's Office](#).

How do I use your personal data?

Under 'legitimate interest' I may process data about how visitors use and interact with my website and services. Known as 'usage data' this may include geographical location, type of browser, referral source, length of visit, page views and website navigation, as well as information about the timing, frequency and pattern of your website visit. I access this information from Square Space who host my website. This data may be processed for the purposes of analysing my website visitors/usage and my services. I use the data to understand how people use my website so I can improve it – and of course, my services overall.

I'll process any personal data that you give me to ask about my work or services. For example, this could be your name, telephone number and email address. Called 'enquiry data', this is processed with your consent, so that I can tell you about what I offer and talk about my availability to service your needs.

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Furthermore, I'll use your personal data should you go ahead with engaging my services through contracting. This is called 'service data' and could again include your name, telephone number and email. I use this data to provide my photography service and to engage in ongoing communication with you through to completion of service delivery. I also use your data in any correspondence such as setting up meetings, or arranging delivery of services.

If you have consented to opt into ongoing communication with me e.g. a mailing list or to receive regular offers or service suggestions, I'll use your information to do this through my customer relationship system. This will include your name and email, and I'll keep that record so that I can promote my services if you have explicitly said you wish to continue receiving information about Marge Bradshaw Photography. I do not spam my clients, nor do I share your details with anyone else. I use MailChimp as my email client and customer relationship system. You can view their privacy policy [here](#).

To enable me to do business with you, through a contract and therefore legitimate interest I will process transaction data. This means if you purchase services from me, I will process and keep a record of that transaction to ensure I'm accountable and able to demonstrate my income and sales record for tax purposes.

In addition to the specific purposes for which I may process your personal data set out in this policy, I may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which I am subject, or in order to protect your vital interests or the vital interests of another natural person.

Under UK GDPR legislation, a photograph may in some instances constitute a form of personal data where they can be processed to allow "the unique identification or authentication of a natural person". Marge Bradshaw Photography will never photograph an individual as a means of unique identification or authentication unless you give consent and I am contracted to do so.

The taking of photographs of event clients or guests when viewed as a form of processing personal data is necessary for the legitimate interests of Marge Bradshaw. Operating within the parameters of legitimate interests as laid out in GDPR legislation, the disproportionate effort involved in providing privacy policy information to all clients or guests at an event (such as a corporate awards ceremony or gig) and the degree to which it would prevent me from performing my contract renders it infeasible to do. Clients and businesses who I work with are therefore advised to direct their guests to read this privacy policy in advance of the event and to contact me in advance with any concerns around the processing of their personal data, i.e. being photographed.

With your explicit consent, I may display photographs to promote Marge Bradshaw Photography on my website and blog, on social media, on photography blogs, on event photography related websites, in exhibitions, in advertising, brochures, magazine articles and other such material, providing that the images used are used lawfully. Your rights are protected by Marge Bradshaw Photography as outlined in this document. Potential clients will be asked to give permission for this as part of the contractual agreement before any work is undertaken. See more on 'Your rights' below.

Anyone photographed by Marge Bradshaw, whether a client or event guest, and whether past or current may withdraw consent for a photograph to be published or shared. You should email marge-bradshaw@outlook.com to action this request.

Sharing your data with others

I will never give your personal data to others, unless I have your prior consent. For example, with sub-contractors if this is a reasonable requirement to enable me to fulfil your contract for services.

Hosting and transfers

The hosting facilities for my website are situated in the USA. You can see their privacy policy at <https://www.squarespace.com/privacy/>.

The location of my image hosting service is situated in Canada. You can see their privacy policy at <https://pixieset.com/privacy/>.

Unfortunately, I can't prevent the use or indeed misuse of images by others. If you give your consent for me to share images of you on my website, or social media, you must be aware that this may then be available via the internet, around the world.

Retaining and deleting personal data

I take the security of collected data extremely seriously and have procedures in place to ensure it is stored responsibly. This means I can protect personal information, access personal data quickly, and can deal quickly with any unusual activity recorded with data (e.g. a personal data breach such as a compromised email account).

I securely store images of you/your guests/your family as jpg and RAW files. These are held separately from your full names and other data, and the two are never associated.

I hold invoices, contracts and contact details for a maximum period of 6 years as per my retention schedule.

Cookies policy

Cookies are small files that hold information; they're placed or 'dropped' on your computer when you access websites or use apps on your device. The data contained in the cookie can be retrieved by the website or app that placed them there. They can also be accessed by websites or apps that have been authorised to use them by the site or app that first dropped them.

First party cookies are set by the website you're visiting. Others might be set by a third party providers, such as an advertiser who displays adverts on the site.

[See ICO for more on cookies.](#)

At Marge Bradshaw Photography I use Squarespace Cookies. These are used for making improvements or fixes to the site e.g. if there is an error message. Although I don't currently sell through my website, these types of cookies are also needed for any purchases. I also use SquareSpace and Google Analytics cookies, which help me understand how the website is performing and the traffic. If we link to other pages you should be aware that we have no control over which cookies they use, therefore you should seek guidance from their own policies about what information they're

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collecting and why. I have a pop-up toolbar on my website which allows you to opt in or opt out of cookies collected as outlined above.

Policy last updated: February 2021.