



## PRIVACY POLICY

### WEBSITE PRIVACY POLICY

The policy: This privacy policy is for this website - [www.annahardy.co.uk](http://www.annahardy.co.uk) - and governs the privacy of its visitors. It explains how we comply with the EU's GDPR (General Data Protection Regulation) legislation and the DPA (Data Protection Act). This policy will explain areas of this website that may affect your privacy and personal details, how we process, collect, manage and store those details and how your rights under the GDPR and DPA are adhered to.

### THE DPA & GDPR MAY 2018

This website complies with the DPA (Data Protection Act 1998) and the GDPR (General Data Protection Regulation), effective from May 2018.

### CONTACTING US

This website, [www.annahardy.co.uk](http://www.annahardy.co.uk), collects private user data using the following contact form – [www.annahardy.co.uk/contact/](http://www.annahardy.co.uk/contact/) - which generates emails sent to [anna@annahardy.co.uk](mailto:anna@annahardy.co.uk). The data from these forms is emailed to the address listed above and also stored on the website server, in most cases dating back to when each form was created. The website server is accessible by the website administrators for [www.annahardy.co.uk](http://www.annahardy.co.uk) at Grizzly Bear Design ([www.grizzlybeardesign.co.uk](http://www.grizzlybeardesign.co.uk)). Grizzly Bear Design never accesses or shares this data other than by request from Anna Hardy.

By completing this contact form you agree to Anna Hardy contacting you about Anna Hardy Photography's photography services. Your contact information will be recorded and retained in a [customer management system \(CMS\)](#) and kept securely online in accordance with their privacy policy. You will not be added to any mailing lists and will only be contacted by Anna Hardy personally in relation to your enquiry. Your personal details will not be used for any marketing purposes nor will they be passed onto any third parties. They will be stored in the email generated by this contact form which will be filed in the email account for Anna Hardy Photography which is hosted by Gmail and which can only be accessed by Anna Hardy. If you wish to request for any email(s) containing your personal information to be deleted, please email [anna@annahardy.co.uk](mailto:anna@annahardy.co.uk).

### EMAIL MARKETING

Email marketing messages sent after a visitor has supplied their contact information and specifically requested / consented to being added to the email mailing list may contain tracking beacons / tracked clickable links or similar server technologies in order to track reader activity within email marketing messages. Where used, such marketing messages may record a range of subscriber data relating to engagement, geographic, demographics and already stored subscriber data. Our email marketing service is Mailchimp and you can [read their privacy policy here](#).

### CLIENT GALLERIES

Anna Hardy Photography creates a client gallery for each client to whom photos are delivered as part of the services contracted. Anna Hardy Photography's client galleries are externally hosted by Zenfolio. Their privacy policy [can be found here](#). To visit an Anna Hardy Photography client gallery you will be required to enter your first name and email address. This personal data (email address) will be stored within Zenfolio's system, on their servers and will be used to email you only with information relevant to the client gallery you have accessed. Any such emails sent to you will only be during the 12 month period for which the gallery is live. After 12 months has passed since a gallery was created it is automatically deleted and your personal data (email address) is completely removed from Zenfolio's system.

Only Anna Hardy will have access to your personal data (email address) stored on Zenfolio's system on behalf of Anna Hardy Photography. It will only be used as detailed above, will not be used for any other marketing purposes and will not be passed onto any third parties. Zenfolio's technical support team will have the means to access to your personal data (email address) but will never access or share this data other than by request from Anna Hardy. If you wish to request for your personal data (email address) to be deleted from Shootproof's servers, please email [info@johnhopephotography.com](mailto:info@johnhopephotography.com).

## **EXTERNAL WEBSITE LINKS & THIRD PARTIES**

Although we only look to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. We cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note that they click on external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

## **CLIENT DATA HELD ON FILE**

We take care over the processes around looking after personal data stored on our physical systems. Anna Hardy Photography holds the following personal data of clients:

- i) Names
- ii) Addresses (including email addresses)
- iii) Phone numbers

within soft copy and sometimes hard copy contracts as well as soft copy client 'shoot plan' documents. Soft copy contracts and day plans are safely stored within my password protected home office iMac and backed up to two encrypted external hard drives. Hard copy contracts are filed in my secure home office. Client photos are safely stored within my password protected home office iMac and backed up to two encrypted external hard drives. An additional cloud copy of all images is stored on GDPR compliant Dropbox.

## **CLIENTS CAPTURED IN PHOTOS**

Under 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". Anna Hardy Photography will never photograph an individual as a means of unique identification or authentication unless consensually contracted to do so. Guests/attendees at events appear in photos taken by Anna Hardy Photography as a part of the visual recording of the event in photos. Guests/attendees captured in portraits or in group photos do so as part of the event and their rights are protected by Anna Hardy Photography as detailed in this privacy policy.

In terms of explicit GDPR compliance, clients and guests/attendees are photographed within the parameters of GDPR legislation on the basis of 'legitimate interests'. The taking of photographs of guests/attendees when viewed as a form of processing personal data is necessary for the legitimate interests of Anna Hardy Photography as a photography business unless there is a good reason to protect a given individual's personal data which overrides those legitimate interests.

Operating within the parameters of legitimate interests as laid out in GDPR legislation, the disproportionate effort involved in providing privacy policy information to all event guests at the event and the degree to which it would distract us from performing our job renders it infeasible to do. Clients are therefore requested to direct their guests/attendees to read this privacy policy in advance of the event and to advise them to contact us in advance with any concerns around the processing of their personal data, namely being photographed.

## **SOCIAL MEDIA POLICY & USAGE**

We adopt a safe and responsible social media policy. While we may have official profiles on social media platforms, users are advised to verify the authenticity of such profiles before engaging with, or sharing information with, such profiles. We will never ask for personal details on social media platforms. Users are advised to conduct themselves appropriately when engaging with us on social media.

## **DISPLAY OF IMAGES**

We may display any photographs to promote Anna Hardy Photography on the Anna Hardy Photography website and blog, on social media, on 3<sup>rd</sup> party blogs, on photography related websites, in exhibitions, in advertising, brochures, magazine articles and other such material, providing that the images used are used lawfully and without damage to Anna Hardy Photography's client(s). The rights of the people captured in these photographs are protected by Anna Hardy Photography as detailed in this privacy policy.