

Sinclair Photography

Registered address: Carbrook Mains Farm. Torwood. Larbert. FK5 4SU

What is GDPR?

From the 25th May 2018, a new law called The General Data Protection Regulation (GDPR) will be in effect. The GDPR is the most important change in data privacy laws in the last 20 years and specifies how consumer data should be collected, used, and protected. It also clarifies what individual's rights are concerning their own personal data.

You can find out more about GDPR [here](#).

PRIVACY NOTICE:

OUR CUSTOMERS & SUPPLIERS

If you are a business customer or supplier, please see the additional information below that is specific to you.

About Us

(1) Who are we and who will collect and control information about you?

Sinclair Photography is an Event Photography company specialising (but not solely) in the photography of Equestrian events. We take and sell images direct to the competitors of those events both on site at the event and online via our website www.sinclairphotography.co.uk

Sinclair Photography has a social media presence (Facebook) and we regularly share images taken at events to our website and social media.

Sinclair Photography are responsible for setting the policies that govern how data collected about individuals is managed. All trading with consumers will be undertaken by Sinclair Photography and we will collect and hold information in accordance with the policies set by us.

Data Collection

(1) What information will we collect about you?

When you buy or express an interest in products from Sinclair Photography, We will collect the following information:

Your name and address and other contact details (such as your mobile or land line phone number (or email address) you might provide to us

We do not store debit/credit card information unless provided by you for the purposes of processing an order – these details are destroyed once the order is processed

Any specific details regarding how you would like your products delivered or any particular information you have provided to Sinclair Photography about deliveries and purchases

Search history and other electronic data when you have used the internet to look at and buy products from Sinclair Photography

Details of any comments, information or complaints you have raised with Sinclair Photography regarding your purchases

Google analytics can also be used to collect data about your internet address (but will not identify you by name) so that unique visits to our websites can be tracked

Electronic data can also include cookies which helps us to understand where

customers have come from and the pages they are interested in (see the section on cookies at the end)

(2) What will we do with the information collected about you?

We will use the information you provide to help us engage with you as a customer. This will include:

ensuring you receive the products you have ordered

providing you with information about products you might be interested in (including running promotional activities)

billing you for the products supplied by us.

managing the delivery of products to your address

ensuring that our systems can provide you with information of interest and make buying from us as easy as possible

undertaking research to help us understand customer preferences and requirements

completing analysis of the effectiveness of the marketing we undertake and to develop and improve our products offered to you

(3) Who will receive the information collected about you?

When you use our website the information you enter is gathered by Onlinepictureproof.com who we use to host our website and process all orders made through our website.

Onlinepictureproof.com are an online photography storage and viewing service used by many photographers worldwide.

Onlinepictureproof.com have issued a GDPR policy which can found here – https://opp.groovehq.com/knowledge_base/topics/gdpr-1

All information held by onlinepictureproof.com is done so solely to aid in the processing of your order and includes records of the images you have purchased. They do not share customer data with any third parties.

Onlinepictureproof.com do not hold any credit/debit card information.

The information we receive from Onlinepictureproof.com is stored by Sinclair Photography on our electronic systems. The information will be accessible by:

Sinclair Photography admin staff and photographers in relation to purchases and payments made in relation to orders placed by the customer.

Sinclair Photography admin staff to help understand what customers like and need from Sinclair Photography products

Sinclair Photography admin staff should they need to contact and speak to you about orders and deliveries

Other relevant Sinclair Photography members of staff when they need to deal with any queries or complaints

Sinclair Photography may also share your information with third parties to the extent it helps us to complete an order (for example to a framer who needs to post an item to you).

Sinclair Photography attend events on a professional capacity and are the official photographers of the events we attend. When we take your photograph we do so on the understanding that the event organiser has made you aware through the schedule or other communications that a professional

photography team will be present at the event and as such your image will be recorded by Sinclair Photography.

By attending the event you automatically OPT IN to have your image recorded by Sinclair Photography and as such we can use any image recorded as part of the event in promotional material or in line with our direct business (legitimate interests) for example passing the image and information about what is shown to magazines, social media or other publications.

You can OPT OUT of having your image taken by Sinclair Photography by notifying the EVENT ORGANISER in advance of the event taking place.

They will notify us of any OPT OUT and we will do our best to exclude you.

You can also contact us directly to request your images are removed (by providing the full image codes and the show details).

Sinclair Photography do not have control over other photographers who may be present at the event (in an unofficial capacity).

(4) Reasons we collect and store information about you

We collect and store the information to enable us to sell products to you and to manage the customer relationship. From time to time, we might collect data in an anonymous way to look at customer trends so we understand how we can develop our products and services for you.

Information will only be held for as long as is necessary as described below.

Information will only be shared with third parties to the extent it is necessary to sell and deliver products to you and to manage the customer relationship.

We will never sell your data to third party marketing agencies.

Sinclair Photography will therefore process your data either on the basis of fulfilling its contractual obligation to supply products to you or on the basis of its legitimate interests as part of managing the ongoing customer relationship with you.

(5) How long will your information be kept?

We will hold your name and contact details and purchase history for up to seven years from our last transaction with you. We do not store your credit or debit card details on our systems.

Sinclair Photography use Paypal.co.uk to process online payments

Sinclair Photography use Payatrader.com to process debit/credit card payments

Both Paypal and Payatrader will gather information about the transaction as part of the financial transaction and may contact you based on the information we provide to legitimise the transaction/provide receipts for your records/fraud prevention. Paypal and Payatrader will not contact you for any other reason other than the transaction made by us.

We will keep the information for up to seven years as part of our financial records and because we find that some customers come back to us after the passing of an animal we may photograph in our archives.

After seven years, and if we have had no contact from you, records that identify you will be destroyed. You also have the right to ask us to erase your information - this is set out below.

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Your Rights

(1) You have the right to:

Access your personal information held by us.

Require us to correct any mistakes in your information that we hold.

Require the erasure of personal information concerning you in certain situations.

Receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine readable format and have the right to transmit those data to a third party in certain situations.

Object in certain other circumstances to our continued processing of your personal information.

Object at any time to processing of personal information concerning you for direct marketing

Otherwise restrict our processing of your personal information in certain circumstances.

You can obtain further information about these rights from www.ico.gov.uk

If you wish to exercise any of these rights you can email us at:

Adrian@sinclairphotography.co.uk

or write to us at:

Sinclair Photography

Carbrook Mains Farm

Torwood

Larbert

FK5 4SU

SCOTLAND

If you do so, please let us know:

Your name and contact details

An email address or

Any order reference number to help us identify your records

The information you request or the actions you would like us to take.

Complaining

(1) If you wish to complain, you can write or email us at the details set out above.

If you are not satisfied with your response you can contact the Information Commissioner at <https://ico.org.uk/concerns> or telephone: 0303 123 1113.

Keeping your information secure

(1) We have appropriate security measures in place to prevent personal information from being accidentally lost or used in an unauthorised way.

We limit access to your personal information to those who have a genuine need to know.

All Sinclair Photography staff are subject to a duty of confidentiality and will use your information solely for the purpose described in this privacy notice. Computer systems are password protected and are managed to ensure that they have the latest security updates and to minimise unauthorised access to information.

We have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

Cookies

1. What is a cookie?

Cookies are small text files stored on your browser or the hard drive of your computer or other device when you visit Sinclair Photography's website. These allow the site to recognise you as a user either for the duration of your visit (using a "session cookie") or for repeat visits (using a "persistent cookie").

2. Why are cookies used?

Cookies enable you to undertake transactions on Sinclair Photography's websites and make best use of the website's functionality. They are intended to provide you with a better customer experience.

Cookies can also recognise the device you are using. They can also store the content of an online shopping basket whilst the website is further viewed.

Cookies can also record the pages you've visited and the products viewed and the time spent browsing. They can therefore be used by us to keep track of the website domains from which people visit our websites and enable us to manage visitor activity on our website.

They can help us to understand the demand for pages and the topics of interest on our websites.

Further information about cookies can be found at www.allaboutcookies.org.uk

3. Do cookies have to be used?

There is no obligation to use cookies. Cookies can be turned off in web browser settings - although this will affect how our websites will work.

BUSINESS AND COMMERCIAL CUSTOMERS

If you are a sole trader buying from Sinclair Photography, much of the above information will also be relevant to you in relation to the data we collect, what we do with it, who will receive it, why we collect the data and how long the data will be kept. The sections on your rights will also apply.

However, for most companies the information held by Sinclair Photography will not be personal data as the information will be about the relevant company.

To the extent personal data is kept, we describe our approach below.

(1) What information will we collect about you?

We will hold your name, e-mail address and any other contract details (such as your mobile or land line telephone number) that have been provided by you over the telephone, emails or other correspondence.

We may also store details (whether in a customer relationship database or otherwise) about your attendance at events where Sinclair Photography have been present or occasions when you meet with Sinclair Photography staff.

(2) What will we do with the information collected about you?

We will use the information to help manage our business relationship with the business for which you work.

This will include managing the relationship with you whilst you represent your employer. The information may be used to:

liaise with you on business transactions

invite you to meetings or events

record business opportunities

(3) Who will receive the information collected about you?

The information we receive will be stored in Sinclair Photography's electronic systems. The information may be accessible by:

Sinclair Photography admin staff or other members of Sinclair Photography who are handling business with your company

Sinclair Photography may also share your information with third parties to the extent it is necessary to manage the relationship with your business (this may include sub-contractors and professional advisors)

(4) Reasons we collect and store information about you.

We collect and store the information to enable us to manage the relationship with your company.

Sinclair Photography will process your data either on the basis of its legitimate interests in managing the trading relationship with your company or for the purpose of its contract rights and obligations owed to your employer.

Your data may also be used in order to comply with legal obligations (for example in the event of a dispute or legal claim).

(5) How long will your information be kept?

We will hold your name and contact details for up to seven years or longer if it is necessary for the purposes of any legal claims or to interpret and understand a contract.

Your rights are set out above.

This privacy notice is dated 25th May 2018.