

Emily Johns trading as Lotus Photography Data Protection Policy

General

I shall collect, hold and process personal data in accordance with the provisions of the Data Protection Act 1998.

Key Principles

Where data is held under the provisions of the Data Protection Act 1998, I will ensure that personal data is:

- Fairly and lawfully processed;
- Processed for specified purposes;
- Adequate, relevant and not excessive;
- Accurate;
- Not kept for longer than is necessary;
- Processed in accordance with individuals rights;
- Secure;
- Not transferred to countries without adequate protection.

Your Rights

- Where consent is required, we will obtain your consent before processing data that relates to you.
- You are entitled, upon request, to be informed whether personal data about you is being processed, and to be provided with a description of the data, any information available as to its source (if known), the purposes for which it is being processed, and details of the recipients to whom it is being disclosed.

Your Private Information

- In compliance with Data Protection and GDPR, your information will be stored securely.
- Your information is not passed to a third party prior consent has been obtained.
- Lotus Photography does not store bank details and offers PayPal for secure payments.
- Clients will be asked to enter their email address when logging on to their online gallery (provided by ShootProof), this is to monitor who is logging on to the galleries. Client email address will not be passed to a third party and will only be added to the Lotus Photography Mailing List with given consent.

Marketing Use Of Your images

- Your images will only be used for marketing purposes, such as social media, website, portfolio, competition entries of press, with your expressed consent.

Storage of Your Images

- If you **have** consented for images to be used for marketing purposes, the raw and edited images will be kept by Lotus Photography for 6 years.
- If you **have not** consented for images to be used for marketing purposes, the raw and edited images will be kept by Lotus Photography for 2 years.