



1. Introduction

This privacy policy provides you with details of how Emma Pharaoh trading as Emma Pharaoh Photography or EPP ('I'/Me'/My') collect, process and store your personal data through your use of the site www.emmapharaoh.com and as an enquirer or client (both, 'You'/Your'). EPP is committed to ensuring the privacy and protection of your information, and I will not sell, trade or share the information you provide me. Please read the following Privacy Policy to understand how I use and protect the information that you provide to me, in accordance with the Data Protection Act 1998 and GDPR 2018.

2. Contact Details

My full details are:

Full name of trader: Emma Pharaoh trading as Emma Pharaoh Ltd

Email address: info@emmapharaoh.com

3. How your information is collected and stored

When you make an enquiry on www.emmapharaoh.com you will be asked to provide certain information about yourself including your name and email address, as an act of necessity to fulfil your enquiry. This information will only be collected when voluntarily submitted by you as the User. I may also collect information about your usage of my website, as well as emails or letters you send to me.

When booking EPP for services, I will also collect your phone number, which are needed to provide you with services booked and to communicate further.

4. How I protect this information

I employ appropriate security measures to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage. I will retain your information for a reasonable period or as long as the law requires.

The information voluntarily submitted by User to EPP for both enquiry and booking, will be stored in a password-protected email account as well as password-protected folders as digital information. Final photographs will be submitted via WeTransfer (a download link which will be deleted after 7 days) and/or Dropbox (which is password protected and only shared with approved users), and digital copies kept as a back-up on a password-protected external hard-drive. Sensitive and private data exchange between www.emmapharaoh.com and User happens over SSL secured communication.

To reiterate, all personal information stored by EPP is done so via password-protected means.

5. How I will use your information

I will contact you using your personal information provided to discuss with you services booked, to deliver your invoices, and to deliver to you your final photographs. I may use your information to contact you for your views on my services.

I may use your final photographs for marketing use on (1) social media platforms, as well as (2) on www.emmapharaoh.com and (3) in printed marketing material.

6. Right of confirmation, rectification and erasure

You have the option to opt in or out of the above noted image usage methods (1), (2) and (3) on your contract and may change your mind at any time by contacting me to notify me of your

wishes to opt out of any or all image usage. If you change your mind about being contacted in the future, or about me storing your personal information and final photographs, please contact me via info@emmapharaoh.com.

It is important that the information I hold about you is accurate and up to date. If you believe that any information I am holding about you is incorrect or incomplete, please contact me as soon as possible by emailing me at info@emmapharaoh.com. You have, at any time, the option to request me to erase all personal information stored about you.

7. Cookies

Cookies are small amounts of alpha-numeric information which may store on your computer to track patterns of visitor behaviour to my website. The information collected in this way can be used to identify you unless you modify your browser settings – you can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

8. Links to other websites

This website may contain links to other third-party websites of interest. However, once you have used these links to leave my website, please note that I do not have any control over the content or links on other websites. Therefore, I cannot be responsible for the protection and privacy of any information which you provide whilst visiting such websites. In addition, such sites are not governed by this Privacy Policy. You should look at the Privacy Policy statement applicable to the website(s) in question.

9. GDPR Compliance

According to the Information Commissioner's Office (ICO) website, the new General Data Protection Regulations (GDPR) are currently a working document and therefore subject to change. Ensuring that my business is fully GDPR compliant, I promise to keep up to date as best I can with any changes the ICO adopt in legislation.

10. Changes to this Privacy Policy

Any future changes to this Privacy Policy are at the discretion of EPP and will be posted to www.emmapharaoh.com and, where appropriate, communicated through e-mail notification. You should acknowledge and agree that it is your responsibility to review this Privacy Policy to note any changes.

11. Contacting me

If you have any questions about this Privacy Policy, or any comments or requests regarding the use of your information or photographs, please contact me via my contact form or at info@emmapharaoh.com.