

# Privacy Policy

**Effective Date:** 26/03/2026

## 1. Introduction

This Privacy Policy explains how Little Darlings Photography ("we", "us", "our") collects, uses, and protects your personal data when you use our photography services, website, or contact us.

We are committed to protecting your privacy and handling your data transparently and securely, in accordance with the UK General Data Protection Regulation (UK GDPR).

## 2. Information We Collect

We may collect and process the following types of personal data:

- **Contact details** (name, email address, phone number)
- **Booking information** (session details, preferences, special requests)
- **Payment information** (billing address, transaction details – we do not store full card details)
- **Photographs and video content** taken during sessions
- **Communication data** (messages, emails, enquiries)
- **Website usage data** (cookies, IP address, browser type)

## 3. How We Use Your Information

We use your personal data to:

- Provide and manage photography services
- Communicate with you about bookings and enquiries
- Process payments and issue invoices
- Deliver images and products
- Improve our services and customer experience
- Comply with legal obligations

## 4. Legal Basis for Processing

We process your data under the following legal bases:

- **Contract** – to fulfil our agreement with you
- **Consent** – where you have given permission (e.g. marketing or image use)
- **Legitimate interests** – to run and improve our business
- **Legal obligation** – to comply with applicable laws

## 5. Image Use and Consent

Photographs taken during sessions may be used for:

- Portfolio (website, social media)
- Marketing and promotional materials

We will always ask for your consent before using identifiable images. You can withdraw consent at any time by contacting us.

## 6. Data Sharing

We may share your data with:

- Payment processors
- Online gallery platforms
- Printing labs and suppliers
- Professional advisors (e.g. accountants)

We only share data necessary for providing our services and ensure third parties handle your data securely.

## 7. Data Storage and Retention

We store your data securely and only keep it for as long as necessary:

- Client records: up to 6 years for legal and tax purposes

- Images: [Insert timeframe, e.g. 1–3 years] unless agreed otherwise

## 8. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data
- Restrict or object to processing
- Data portability
- Withdraw consent at any time

To exercise your rights, please contact us using the details below.

## 9. Cookies

Our website may use cookies to improve user experience and analyse traffic. You can control cookie settings through your browser.

## 10. Data Security

We take appropriate security measures to protect your personal data from unauthorised access, alteration, or loss.

## 11. Contact Information

If you have any questions about this Privacy Policy or your data, please contact:

Little Darlings Photography | [laura@littledarlingsphotography.co.uk](mailto:laura@littledarlingsphotography.co.uk)

## **12. Changes to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be available on our website.

*Last updated: 26/03/2026*