



## Peter Crome Photography - Privacy Information

I respect your privacy and am committed to protecting your personal data. I will adhere to the principles of the General Data Protection Regulations (GDPR) and follow best practice for managing information.

### 1. Your rights

The GDPR / DPA 2018 provides the following rights for individuals (further information can be found at <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/?template=pdf&patch=208#link21>):

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to lodge a complaint with a supervisory authority - Initially please contact me on [mail@petercrome.com](mailto:mail@petercrome.com) so I have a chance to address your concerns. If I have not resolved your concern you can raise the matter with the ICO by phoning 0303 123 1113.
- The right to restrict processing
- The right to data portability
- The right to object

### 2. Clients of Peter Crome Photography

Clients may include those booking me for photographing their wedding, taking dance or portrait photography of themselves or their children, or purchasing digital images or prints. The lawful basis under which I process personal data will be Article 6.1(b) of the GDPR where processing is necessary for the performance of a contract or in order to take steps prior to entering a contract.

The only special category data that I may process is potentially about your sexual orientation and religion when it comes to bookings for photographing a wedding. The condition I apply to these data under GDPR is Article 9.2(e) where processing relates to personal data which are manifestly made public by the data subject.

### 3. Promoting Peter Crome Photography

I am in the business of capturing images of people, of or for a client. I retain copyright of these images and use them to promote my services on my website, social media and sometimes in printed literature. This processing is done on the basis of Article 6.1(f) of the GDPR known as legitimate interests. You have the right to object to this processing, in which case I will review my legitimate interest assessment and consider what the impact to you and Peter Crome Photography would be if I stopped processing your data in this way.

### 4. Retention of your personal data

I will process and store your personal data only as long as is necessary to achieve the purpose of processing or as is necessary to comply with other laws. I will retain personal details and images for a period of up to five years after a photo shoot in order to provide back-up copies of images should a client lose them, request further post-processing and for taxation purposes. After that I will retain images for as long as is necessary for the purpose of publicity for my business where they contribute to my portfolio and delete any that I do not wish to keep for this reason.

Phone: 07884398065

Email: [PeterCromePhoto@yahoo.com](mailto:PeterCromePhoto@yahoo.com)

Website: [www.petercrome.com](http://www.petercrome.com)

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