



Privacy and Data Statement

In the following, 'we', 'us', or 'Derek MacKinnon Photography' means Derek MacKinnon Photography. Our registered business address is 26 Shapinsay Court, Aberdeen, AB15 6NG. 'GDPR' means General Data Protection Regulation.

All data stored by us, its handling and our policies on such will be for fulfilling our business objectives and in compliance with the General Data Protection Regulation. Together with the Data Protection Act 2018, the GDPR will commence on 25 May 2018 and replace the existing Data Protection Act 1998.

Preservation of your privacy is of the utmost importance and we are committed to protecting your personal information and privacy, and making only responsible use of your data. This document describes exactly how we collect and use your personal information. The responsible officer for data is Carolyn Ferguson and any enquiries regarding this Privacy Statement should be directed at her. She can be contacted at dmackinnonphotography@outlook.com

We may update this Privacy Policy from time to time and so please check back periodically. We will notify you of any significant changes by placing a note on our website.

1. Information About You.

- 1.1 We collect personal information from you when you or your organisation contact us about our activities, services, interact with us through our website or other social platforms. This could include your name, title, date of birth, email address, physical address, telephone numbers.
- 1.2 In some instances, we may collect special categories of personal data. This will always be made clear to you at the time but could include; religious or similar beliefs, racial or ethnic origin, physical or mental health or condition.
- 1.3 Further data which we process could include photographs.

2. Our Use of This Information.

- 2.1 Our lawful basis for fair processing and holding your personal information will always be consensual or contractual. Other conditions set out by the GDPR for fair and lawful processing are; legal obligation, vital interest, public interest or legitimate interests.
- 2.2 We hold certain personal information for the purpose of fulfilling our business and contractual objectives.
- 2.3 We may share your information with our partners and other carefully selected organisations for the purpose of fulfilling our contractual obligations. An example of such would be when ordering a wedding album for a couple.
- 2.4 We will never sell your data to third parties nor will we share your details with other entities for marketing purposes.
- 2.5 We will only share your information with other organisations where we have your permission to do so or where it is necessary for legitimate reason connected to the services we offer, or where it is required by the law or regulation.

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2.6 We will always provide you with the purpose for which your personal information is being used and the lawful basis for its processing.

3. The Individuals Rights

At all times, under the GDPR individuals have eight data protection rights. They are

- The Right to be Informed
- The Right of Access
- The Right of Rectification
- The Right of Erasure
- The Right to Restrict Processing
- The Right to Object
- Right in Relation to Automated Decision Making and Profiling

4. Security

4.1 Derek Mackinnon Photography will take every reasonable precaution to prevent the loss, misuse or alteration of information you give us. We will ensure that all data held is securely stored. This will apply to physical copies of data as well as computer-based data.

4.2 All our employees and the employees of subcontractors who process data on our behalf are obliged to comply with our strict information security procedures.

4.3 We accept that we are a data controller for the purpose of the General Data Protection Regulation and that it must comply with the following principles of the handling of personal data;

- Fairly and lawfully processed
- Specified Lawful Purposes
- Adequate and relevant and limited to what is necessary
- Accurate and Current
- Kept no Longer Than Necessary
- Processed in a Way What Ensures Appropriate Security.
- Proving Compliance

4.4 We will respond within 28 days of any written request by a data subject for details of information held by us on them.

4.5 You retain the right to revoke any previously granted permission for us to process or share information and can request any personal information we hold about you be deleted. We cannot guarantee data will be deleted upon your request as it may be required for tax reason, however we can archive your data and cease active use. Images held will be classed as 'Active' for three years. After that time, they will be archived.

4.6 We will audit our information annually to ensure our data bases are compliant with the other six principles of the GDPR. In particular, the audit will ensure; that data is held in accordance with the act, data held is accurate, that no more data is held than is necessary, that data will be held only for so long as is needed.

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5. Cookies

- 5.1 Cookies are small text files stored on your device when you access most websites on the internet or open certain emails. We use cookies to improve our users experience of our website, temporarily store data and understand the parts of the website that users are visiting.
- 5.2 Cookies are also used to help us gather statistics on the use of our website anonymously. As well as to provide us with information about how the website is used so that we can make sure it is kept up to date, relevant and error free.
- 5.3 . We may collect information about your computer or smart phone and your visits to our website such as; your IP address, geographical location, browser type, referral source, length of visit and number of page views. We use cookies in order to make our website easier to use and to support the provision of information and functionality to you.
- 5.4 By using our website you agree to use our cookies, including setting and reading cookies on your device. You can choose to restrict or block cookies through your web browser settings at any time, however this will have a negative impact on the usability of many websites.
- 5.5 Please note this website may contain links to other websites. These third-party websites may also use cookies, over which we have no control and we are not responsible for their privacy policies.

6. Change of Information

- 6.1 Accuracy of your information is important to us. If you change your email address or any other information we may hold becomes inaccurate or out of date, please email our Policy Officer.

7. Contact

- 7.1 If you have any questions about this Privacy Policy, our treatment of your personal information or any complaints, please write to us by either email to dmackinnonphotography@outlook.com or by letter to
Carolyn Ferguson
26 Shapinsay Court
Aberdeen
AB15 6NG

You can also get in touch with the Information Commissioners Office.