



PRIVACY POLICY

WEBSITE VISITORS – ONLINE SALES – CONTRACT SALES

This privacy policy sets out how Lensfx uses and protects any information that you give Lensfx when you use our website, purchase online images or enter into a contract with Lensfx.

Lensfx is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified then you can be assured that it will only be used in accordance with this privacy statement.

Lensfx may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

This policy is effective from January 1, 2008.

1. VISITING OUR WEBSITE

• Name • Contact information including email address • Demographic information such as post code, preferences and interests • Other information relevant to services required or future surveys and/or offers

What we do with the information we gather: We require this information to understand your needs and provide you with a better service, and in particular for the following reasons: • Internal record keeping • Fulfilment of orders for goods and services requested • Administration of payments • Internal research and statistical analysis • Communication about our organisation, marketing and other activities that we think may be of interest to you • Tell you about special offers especially for our supporters from partners that support our cause • Ensuring all marketing communications you receive from us are relevant, such as tailoring messaging to our existing customers and potential customers

NB: For surveys and newsletters we will only contact people who have indicated that they are happy to receive information from us.

We may host encrypted personal data on third party website platforms to allow us to profile our customers and target similar audiences with our communications. This data is not linked to any personally identifiable information. Your data would only ever be analysed or profiled through encrypted and protected data, which only ever identifies broad statistics.

Security: We are committed to ensuring that your information and images are secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. This includes

secure encryption of images for both online and offline storage and regular deletion of confidential images.

2. COOKIES

How we use cookies: A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

3. LINKS TO OTHER WEBSITES

Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

4. CONTROLLING YOUR PERSONAL INFORMATION

Only if you subscribe to the Lensfx's Mailing List, or if you are a registered customer of Lensfx will we make use of any personal information you have provided us with. You can unsubscribe from our mailing lists by selecting the unsubscribe link on any Mailing List emails we send to you, or you can contact us at any time requesting to be removed from our Mailing List.

5. PRIVACY RIGHTS REGARDING PHOTOGRAPHS AND CONSENT

*Please also see **Terms & Conditions** regarding Copyright.*

COMMERCIAL: By becoming a registered customer of Lensfx you have provided consent to photograph you, your event, your business, your business premises and/or your business staff unless written exclusions are received during the drawing up of said contract.

WEDDING & PORTRAIT: By becoming a registered customer of Lensfx you have provided consent to photograph you, your event and those present at your event unless written exclusions are received during the drawing up of said contract.

SCHOOLS: When entering into a contract with a school the school is obliged to gain permission from all parents/guardians for pupils to be photographed. If Lensfx is not made aware of any omissions, then parents/guardians are deemed to have provided consent. After processing and being forwarded to the lab the image files are only kept on file at Lensfx for a short while before being destroyed. No more than 8 weeks.

PUBLIC EVENTS: On attending a public event you are open to being photographed. At the time you can politely request that you are not photographed, and our photographer will try to keep you out of the images taken. Or, if at a later date your image is found on one of our galleries you can request it is removed.

PRIVATE EVENTS: When Lensfx is contracted to photograph a private event the organiser of that event has provided consent to photograph the venue, attendees and participants of that event. Lensfx should be made of any exceptions before the event.

NB: We do not willingly misuse or misrepresent images of people, property and/or products. If you feel an image has been misused in any way, please contact us and we will try and rectify the matter.

6. PAYMENT CARD INFORMATION

- When taking card payments and telephone payments we have an active PCI-DSS compliance programme in place where direct payment data is held securely with a PCI compliant hosting provider.
- Online payments are made via **Pics4Schools** are a transaction between purchaser and the Pics4Schools website. This means that when you input card data into the payment page, you are communicating directly with pics4schools who in turn pass on a balance payment to us, this means that your payment card information is handled by pics4schools and not processed or held by us.
- **PayPal** transactions are subject to the PayPal Privacy Policy. Compliance with Data Protection Laws. With regard to any personal data processed by PayPal and the merchant in connection with this Agreement, PayPal and the merchant will respectively each be a controller in respect of such processing. PayPal and the merchant agree to comply with the requirements of the Data Protection Laws applicable to controllers in respect of the provision of their respective services and otherwise in connection with this Agreement. For the avoidance of doubt, PayPal and the merchant each have their own, independently determined privacy policies, notices and procedures for the personal data they hold and are each a data controller (and not joint data controllers). In complying with the Data Protection Laws, PayPal and the merchant shall, without limitation: Implement and maintain at all times all appropriate security measures in relation to the processing of personal data; Maintain a record of all processing activities carried out under this Agreement; and not knowingly do anything or permit anything to be done which might lead to a breach by the other party of the Data Protection Laws.

NB: For detailed up to date information on how Pis4schools and/or Paypal handles your information and their own privacy policy this please visit their websites.

ALSO: We will not and do not willingly sell distribute or lease any personal details or payment information collected while carrying out our business to third parties unless we are compelled to do so by law.

7. YOUR RIGHTS

You may request details of personal information that we hold about you under the UK Data Protection Act 1998. A £12.00 fee will be payable.

To make such requests, contact us at steve@lensfx.co.uk or write to the address below.

When we are processing data on behalf of another party or website you should direct your request to that party.

You also have the right to lodge a complaint with a supervisory authority, but we encourage you to first contact us with any questions or concerns.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at address below. We will promptly correct any information found to be incorrect.

NB: The rights set out above may not apply in some instances, for example where our right to processing your personal data may be necessary for exercising the right of freedom of expression (e.g., news gathering); or for the establishment, exercise or defence of legal claims.

CONTACT DETAILS

Postal Address: 18 Pembroke Street, Pembrokeshire SA72 6XH

Tel: +44 (0) 07814 75 00 90

What this page tells you and how it is updated This page will hold the latest information regarding our privacy and fair processing notification and we will refer to it when we ask you for your consent. This page will be updated from time to time to reflect the latest view of what we do with your data.

Updated: 01/06/2022