

## Who we are

At WhataPhoto we are committed to maintaining the trust and confidence of our customers, visitors to our websites. In particular, we want you to know that we are not in the business of selling, renting or trading email lists or any of your data or images for marketing or any other purposes. We just don't do this! This document is our Privacy Policy, where we provide detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

## Type of data we collect

### Website Cookies

To provide you with a modern web experience our websites might need to store some details about our website, these are stored in cookies. Cookies are stored on the device you used to access our site, this information is kept to a minimum and you are able to delete at any time, refer to your web browsers help for information on how to do this. Examples of devices are your Smartphone, Tablet, Laptop or Desktop computer. For more info visit <https://www.aboutcookies.org/>

### Google Analytics

To help us keep our websites relevant we use Google Analytics to monitor which pages are being visited and which products are being viewed, this information is anonymous and might also be used for us to get Google to serve you adverts for products we offer you, but nothing more. The information has no personal information and so can not be traced to you. We do not allow Google to identify you.

### Mailing Lists

As part of the registration process for our e-newsletter, we collect personal information. We use that information for a couple of reasons: to tell you about stuff you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses. We use a third-party provider, MailChimp, to deliver our e-newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see MailChimp's privacy notice. <https://mailchimp.com/legal/privacy/>

### Payment Details & Addresses

If you place an order for shipping to you, we will have to take you details where to ship the order to, this will be stored on our systems and is periodically deleted after the delivery has been made. We hold these details in case of queries after the delivery has been made. The firms we use to take credit card payments online do not pass us the credit card numbers to us, we only receive the address to ship the goods to, this data is deleted periodically as mentioned above.

### Email Addresses

If you request information or place orders by email we will not add your email address to our mailing list unless we are asked to do so, but if you are a customer we may ask your permission to add you to the list, which you are welcome to decline and ask not to receive further emails.

### Images & Documents

If you provide us with images or documents which contain person information we will only retain these for to produce your printing and for a reasonable time after that in case of problems or queries, if you wish for immediate deletion please ask at time of submitting to us. This is because you are contracting us by ordering your photos and comes under Lawful basis under contract.

### Fulfilment Services

Some of our products are provided by third parties and we may have to provide these third parties with your images or delivery details if you require direct shipping, none of our partners use this data for marketing purposes. With delivery we are always happy to have the items delivered to our premises, but this might add extra time for delivery.

## Access to your personal information

You are entitled to view, amend or delete the personal information that we hold. Email you request to our data protection officer Mr P Dodd at [admin@whataphoto.com](mailto:admin@whataphoto.com)

## Changes to this Privacy Notice

This policy is reviewed annually and was last reviewed May 2018