



# PRIVACY POLICY

LAST UPDATED APRIL 01, 2021

Thank you for choosing to be part of our community at Matt Senior Photography (“Company”, “we”, “us”, or “our”). We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our policy with regards to your personal information, please [contact us](#).

When you visit our website [mattseniorphotography.com](http://mattseniorphotography.com) you trust us with your personal information and we take your privacy very seriously. In this privacy policy, we seek to explain to you in the clearest way possible what information we collect, how we use it and what rights you have in relation to it. If there are any terms in this privacy policy that you do not agree with, please discontinue use of our website. This privacy policy applies to all information collected through our website and/or any related services, sales, marketing or events.

**Please read this privacy policy carefully as it will help you make informed decisions about sharing your personal information with us.**

## TABLE OF CONTENTS

- [1. What Information Do We Collect?](#)
- [2. How Do We Use Your Information?](#)
- [3. Will Your Information Be Shared With Anyone?](#)
- [4. Who Will Your Information Be Shared With?](#)
- [5. Do We Use Cookies And Other Tracking Technologies?](#)
- [6. How Long Do We Keep Your Information?](#)
- [7. How Do We Keep Your Information Safe?](#)
- [8. Do We Collect Information From Minors?](#)
- [9. What Are Your Privacy Rights?](#)
- [10. Controls For Do-Not-Track Features](#)
- [11. Do We Make Updates To This Policy?](#)
- [12. How Can You Contact Us About This Policy?](#)



## 1 | WHAT INFORMATION DO WE COLLECT?

***In Short:*** We collect personal information that you provide to us such as name, address, contact information, telephone numbers, passwords and security data, and payment information.

We collect personal information that you voluntarily provide to us when registering at the website expressing an interest in obtaining information about us or our products, when participating in activities on the website or otherwise contacting us.

The personal information that we collect depends on the context of your interactions with us and the website, the choices you make and the products and features you use. The personal information we collect can include the following:

**Publicly Available Personal Information.** We collect first name, maiden name, last name, and nickname; email addresses; and other similar data.

**Credentials.** We collect passwords, password hints, and similar security information used for authentication and account access.

**Payment Data.** We accept payments through PayPal and Stripe. When processing payments, some of your data will be passed to PayPal, including information required to process or support the payment, such as the purchase total and billing information. You can find their privacy policy link(s) here [www.paypal.com/webapps/mpp/ua/privacy-full](https://www.paypal.com/webapps/mpp/ua/privacy-full) and [stripe.com/gb/privacy](https://stripe.com/gb/privacy).

All personal information that you provide to us must be true, complete and accurate, and you must notify us of any changes to such personal information.

While you visit our site, we track the products you have viewed and will use this to, for example, show you products you've recently viewed; location, IP address and browser type, which we use for purposes such as estimating taxes and shipping; shipping address so we can, for instance, estimate shipping before you place an order, and send you the order. We will also store reviews, if you choose to leave them.

When you purchase from us, we'll ask you to provide information including your name, billing address, shipping address, email address, phone number, credit card/payment details and optional account information such as username and password. We use this information for purposes, such as, to:

- ✓ Send you information about your account and order
- ✓ Respond to your requests, including refunds and complaints
- ✓ Process payments and prevent fraud
- ✓ Set up your account for our store
- ✓ Send you marketing messages, if you choose to receive them

## 2 | HOW DO WE USE YOUR INFORMATION?



***In Short:*** We process your information for purposes based on legitimate business interests, the fulfilment of our contract with you, compliance with our legal obligations, and/or your consent.

We use personal information collected via our website for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests, in order to enter into or perform a contract with you, with your consent, and/or for compliance with our legal obligations. We indicate the specific processing grounds we rely on next to each purpose listed below.

We use the information we collect or receive:

- ✓ **To send you marketing and promotional communications.** We and/or our third-party marketing partners may use the personal information you send to us for our marketing purposes if this is in accordance with your marketing preferences. You can opt-out of our marketing emails at any time.
- ✓ **Fulfil and manage your orders.** We may use your information to fulfil and manage your orders, payments, refunds, exchanges made through the website, and to support you.
- ✓ **Request Feedback.** We may use your information to request feedback and to contact you about your use of our website.
- ✓ **To manage user accounts.** We may use your information for the purposes of managing our account and keeping it in working order.
- ✓ **To deliver services to the user.** We may use your information to provide you with the requested service.
- ✓ **To respond to user inquiries/offer support to users.** We may use your information to respond to your inquiries and solve any potential issues you might have with the use of our website.
- ✓ **For other Business Purposes.** We may use your information for other Business Purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our website, products, marketing and your experience. We may use and store this information in aggregated and anonymised form so that it is not associated with individual end users and does not include personal information. We will not use identifiable personal information without your consent.



### 3 | WILL YOUR INFORMATION BE SHARED WITH ANYONE?

***In Short:** We only share information with your consent, to comply with laws, to provide you with services, to protect your rights, or to fulfil business obligations.*

We may process or share data based on the following legal basis:

- ✓ **Consent:** We may process your data if you have given us specific consent to use your personal information for a specific purpose.
- ✓ **Legitimate Interests:** We may process your data when it is reasonably necessary to achieve our legitimate business interests.
- ✓ **Performance of a Contract:** Where we have entered into a contract with you, we may process your personal information to fulfil the terms of our contract.
- ✓ **Legal Obligations:** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal processes, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).
- ✓ **Vital Interests:** We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

More specifically, we may need to process your data or share your personal information in the following situations:

- ✓ **Vendors, Consultants and Other Third-Party Service Providers.** We may share your data with third-party vendors, service providers, contractors or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include payment processing, data analysis, email delivery, hosting services, customer service and marketing efforts. We may allow selected third parties to use tracking technology on the Services, which will enable them to collect data about how you interact with the Services over time. This information may be used to, among other things, analyse and track data, determine the popularity of certain content and better understand online activity. Unless described in this Policy, we do not share, sell, rent or trade any of your information with third parties for their promotional purposes. We have contracts in place with our data processors. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will not share your personal information with any organisation apart from us. They will hold it securely and retain it for the period we instruct.



- ✓ **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

## Media

If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.

## 4 | WHO WILL YOUR INFORMATION BE SHARED WITH?

***In Short:** We only share information with the following third parties.*

We only share and disclose your information with the following third parties. We have categorised each party so that you may easily understand the purpose of our data collection and processing practices. If we have processed your data based on your consent and you wish to revoke your consent, please contact us.

- ✓ **Advertising, Direct Marketing, and Lead Generation**  
Google AdSense
- ✓ **Allow Users to Connect to their Third-Party Accounts**  
PayPal account and Stripe account
- ✓ **Content Optimisation**  
Google Fonts, Vimeo video and YouTube video embed
- ✓ **Data Backup and Security**  
Dropbox Backup
- ✓ **Invoice and Billing**  
PayPal and Stripe
- ✓ **Social Media Sharing and Advertising**  
Pinterest, Facebook LinkedIn, WhatsApp and YouTube social plugins
- ✓ **Web and Mobile Analytics**  
Google Analytics
- ✓ **Website Hosting**  
WordPress.com
- ✓ **Website Testing**  
Cloudflare



✓ **Translations**

Loco Translate

✓ **Email Marketing**

MailChimp for WooCommerce

*When shopping, we keep a record of your email and the cart contents for up to 30 days on our server. This record is kept to repopulate the contents of your cart if you switch devices or needed to come back another day. Read our privacy policy [here](#).*

## 5 | DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

***In Short:*** We may use cookies and other tracking technologies to collect and store your information.

We may use cookies and similar tracking technologies (like web beacons and pixels) to access or store information.

If you leave a comment on our site you may opt into saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

If you visit our login page, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me", your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

## 6 | HOW LONG DO WE KEEP YOUR INFORMATION?

***In Short:*** We keep your information for as long as necessary to fulfil the purposes outlined in this privacy policy unless otherwise required by law.

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy policy unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements). No purpose in this policy will require us to keep your personal information for longer than 1 year past the termination of the user's account.



If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognise and approve any follow-up comments automatically instead of holding them in a moderation queue. When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

For users that register on our website (if any), we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.

If you contact us via our contact form on our website we are able to collect your name, email address and contact number. We keep the information provided through contact form submissions on record for any future contact. We never disclose any information you provide us through the contact form.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymise it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

## 7 | HOW DO WE KEEP YOUR INFORMATION SAFE?

***In Short:*** We aim to protect your personal information through a system of organisational and technical security measures.

We have implemented appropriate technical and organisational security measures designed to protect the security of any personal information we process. However, please also remember that we cannot guarantee that the internet itself is 100% secure. Although we will do our best to protect your personal information, the transmission of personal information to and from our website is at your own risk. You should only access our website within a secure environment.

## 8 | DO WE COLLECT INFORMATION FROM MINORS?

***In Short:*** We do not knowingly collect data from or market to children under 18 years of age.

We do not knowingly solicit data from or market to children under 18 years of age. By using our website, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of our website. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly



delete such data from our records. If you become aware of any data we have collected from children under age 18, please contact us at [info@mattseniorphotography.com](mailto:info@mattseniorphotography.com).

## 9 | WHAT ARE YOUR PRIVACY RIGHTS?

***In Short:*** *In some regions, such as the European Economic Area, you have rights that allow you greater access to and control over your personal information. You may review, change, or terminate your account at any time.*

In some regions (like the European Economic Area), you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; and (iv) if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. To make such a request, please use the contact details provided below. We will consider and act upon any request in accordance with applicable data protection laws.

If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. Please note however that this will not affect the lawfulness of the processing before its withdrawal.

If you are resident in the European Economic Area and you believe we are unlawfully processing your personal information, you also have the right to complain to your local data protection supervisory authority. You can find their contact details here [ec.europa.eu/justice/data-protection/bodies/authorities/index\\_en.htm](https://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm).

### **Account Information**

If you have an account on this site or have left comments, you can request to receive an exported file of the personal data we hold about you by contacting us with the details provided. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Use and/or comply with legal requirements.

**Cookies and similar technologies:** Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features of our website.

**Opting out of email marketing:** You can unsubscribe from our marketing email list at any time by contacting us using the details provided below. You will then be removed from





the marketing email list – however, we will still need to send you service-related emails that are necessary for the administration and use of your account. To otherwise opt-out, you may contact us using the contact information provided.

## 10 | CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. No uniform technology standard for recognising and implementing DNT signals has been finalised. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this privacy policy.

## 11 | DO WE MAKE UPDATES TO THIS POLICY?

***In Short:** Yes, we will update this policy as necessary.*

We may update this privacy policy from time to time. The updated version will be indicated by an updated “Revised” date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy policy, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification.

## 12 | HOW CAN YOU CONTACT US ABOUT THIS POLICY?

**If you have questions or comments about this policy, you can contact us at [info@mattseniorphotography.com](mailto:info@mattseniorphotography.com).**

Based on the laws of some countries, you may have the right to request access to the personal information we collect from you, change that information, or delete it in some circumstances. To request to review, update, or delete your personal information, please email us. We will respond to your request within 30 days.