



www.vanillamoonphotography.com  
info@vanillamoonphotography.com

01721 730 715  
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### **Our Privacy Notice**

At Vanilla Moon Photography, we're committed to protecting and respecting your privacy and we are dedicated to maintaining the trust and confidence of our visitors to our business and website. In particular, we want you to know that Vanilla Moon Photography is not in the business of selling, renting or trading email lists or personal information with any other companies or businesses for marketing purposes. We just don't do that sort of thing!

This Policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website, you're agreeing to be bound by this Policy.

Any questions regarding this Policy and our privacy practices should be sent by email to [info@vanillamoonphotography.com](mailto:info@vanillamoonphotography.com) or by writing to;

Vanilla Moon Photography, 9 The Glebe, Eddleston, Peebles, Tweeddale, EH45 8PA

Or call us on: 01721 730 715

### **Who are we?**

Vanilla Moon Photography is a small family run, husband and wife photography business based in the Scottish Borders. You'll find us at 9 The Glebe, Eddleston, Peebles, Tweeddale, EH45 8PA.

## **How do we collect information from you?**

We obtain information about you when you use our website, for example, when you complete the contact form, when you complete the site registration form, purchase a product from our store or engage with other forms within our site.

We also collect information about you during our wedding meetings which is collated in our wedding questionnaires and contracts.

## **What type of information is collected from you?**

The personal information we collect might include your name, address, email address, IP address, and information regarding what pages are accessed and when. If you make a purchase of one of our products from us, your card information is not held by us, it is collected by our third-party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

## **Use of 'cookies'**

Like many other websites, the The Vanilla Moon Photography website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we use cookies to store your country preference. This helps us to improve our website and deliver a better more personalised service.

It is possible to switch off cookies by setting your browser preferences. Turning cookies off may result in a loss of functionality when using our website.

## **Main Cookies used on our site**

### **Google Analytics**

These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site.

The cookies collect information anonymously. This includes: the number of visitors to the site, where visitors have come to the site from, and the pages they visited.

For more information on Google Analytics' privacy notice visit here -

<http://www.google.com/analytics/learn/privacy.html>

### Square Space Analytics

These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site.

The cookies collect information anonymously. This includes: the number of visitors to the site, where visitors have come to the site from, and the pages they visited.

For more information on Square Space's privacy notice visit here -

<https://www.squarespace.com/privacy/>

If you have disabled all cookies, certain functions on our website may not work properly. You may deactivate the use of third party cookies as for example Facebook with the aid of the Digital Advertising Alliance website at: <https://www.aboutads.info/choices/>.

### We may use your information to:

- Contact you regarding queries raised in the contact form;
- Progress an order you have submitted and send you information directly related to this;
- Carry out our obligations arising from any contracts entered into by you and us;
- Deal with entries into a competition;
- Seek your views or comments on the services we provide;
- Notify you of changes to our services;
- Send you communications which you have requested and that may be of interest to you.
- These may include information about campaigns promotions of our associated companies goods and services;

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

### Who has access to your information?

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

We may pass your information to our third-party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example, we use ShootProof to host images from photo sessions to enable you view and purchase prints from). Further details on these third-party service providers are listed below.

However, when we use third-party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties beyond the company for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

### **Third-Party Service Providers working on our behalf and the type of data they process:**

#### **Dropbox**

We use Dropbox to store limited images and documents that contain data. We use Dropbox to enable access to images and documents when away from the office, to contact clients or to post consented images on social media. The data held in these documents are names, addresses, emails and telephone numbers. For Dropbox's privacy notice visit -

[https://www.dropbox.com/en\\_GB/privacy#privacy](https://www.dropbox.com/en_GB/privacy#privacy)

#### **Squarespace**

As our site host, Squarespace receives all data that is entered into the website contact form which in turn is forwarded to our email provider. The data collected in the contact form is name and email address. Squarespace also apply cookies on our site as detailed above in the cookies section. For Squarespace's privacy notice please visit - <https://www.squarespace.com/privacy/>

#### **Zoho Mail**

All business email communication is hosted via Zoho Mail. Any information that you send to us by email or received via the website contact form is processed by Zoho Mail. For more information on Zoho Mail's privacy notice please visit - <https://www.zoho.com/privacy.html>

#### **Mailerlite**

Mailerlite processes all subscriber information for the Vanilla Moon Photography newsletter. The information processed by mailerlite is email addresses and names (although names are not a mandatory subscription option) The Vanilla Moon Photography newsletter is an opt-in and

subscription only facility hosted on our website. Your email address and name will *not* added to the marketing data base unless you subscribe for the service. For Mailerlite's privacy notice please visit - <https://www.mailerlite.com/privacy-policy>

### **ShootProof**

ShootProof are a third party gallery hosting website. Clients images from a photography session will be uploaded to galleries to allow selection and product purchases. The data held by ShootProof is name, address, email and telephone number. For more information regarding ShootProof's privacy notice please visit - <https://www.shootproof.com/legal/privacy-policy>

When you are using our secure store pages, your payments are processed by a third-party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions. The companies we use for this are:

### **Pay Pal**

<https://www.paypal.com/en/webapps/mpp/ua/privacy-full>

### **Stripe Payment**

<https://stripe.com/gb/privacy>

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

### **Your choices**

You always have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about our exciting products and services, then you can select your choice by ticking the relevant boxes situated on the 'contact form' on which we collect your information and enquiry details.

### **How you can access and update your information?**

The accuracy of your information is important to us. You have the right to request a copy of the information we hold about you so that you can ensure its accuracy. You can do this by contacting us by the following methods:

Send an email to [info@vanillamoonphotography.com](mailto:info@vanillamoonphotography.com)

Telephone: 01721 730 715

Write to us at: Vanilla Moon Photography, 9 The Glebe, Eddleston, Peebles, Tweeddale, EH45 8PA

### **Right to erasure**

You have the right to request the erasure of the information we hold about you. You can do this by the following methods:

Send an email to [info@vanillamoonphotography.com](mailto:info@vanillamoonphotography.com)

Telephone: 01721 730 715

Write to us at: Vanilla Moon Photography, 9 The Glebe, Eddleston, Peebles, Tweeddale, EH45 8PA

### **Security precautions in place to protect the loss, misuse or alteration of your information**

When you give us personal information, we take steps to ensure that it's treated securely. Any sensitive information (such as credit or debit card details) is encrypted and protected with the following software 128 Bit encryption on SSL. When you are on a secure page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

### **Links to other websites**

Our website may contain links to other websites run by other organisations. This privacy notice applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

### **16 or Under**

We are obliged to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

### **Transferring your information outside of Europe**

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you're agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this notice.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

### **Review of this Policy**

We keep this Policy under regular review. This Policy was last updated in May 2018.