



**Dean Standing Photography  
Data Protection Notice  
Effective Date: 01 January 2024**

**Introduction and scope**

Dean Standing Photography (“DSP”) is committed to Processing Personal Data responsibly and in compliance with the applicable data protection laws in the United Kingdom. You may contact DSP with regard to any issue related to Processing of your Personal Data and to exercise your rights as mentioned above: [deanstandingphotography@outlook.com](mailto:deanstandingphotography@outlook.com).

**Types of Personal Data processed**

Personal Data processed includes the following:

- Name, Address, Date of Event/Wedding, Contact telephone number, Email Address
- Business Name and Job title
- Photographic Images
- Contractual information (such as date of agreement, type of event, etc.).
- Financial Information

In no case shall Personal Data revealing religious beliefs, racial or ethnic origin, political opinions, philosophical beliefs, trade union membership or concerning sexual orientation be processed in the client or vendor context, save to the extent a client consents to such processing for the purposes of delivering services for a same sex wedding. DSP will maintain Personal Data in a manner that ensures it is accurate, complete and up-to-date. DSP will not collect Personal Data if such collection is prohibited under the applicable data protection laws.

**Purposes of data Processing and legal basis**

DSP processes Personal Data in accordance with applicable data protection laws and regulations and only for limited, explicit and legitimate purposes.

DSP will only use Personal Data for

- Managing its commercial relationships with current and potential clients or vendors; and
- Carrying out promotional activities;

unless you provide your prior explicit consent for further use.

We justify this Processing on the following grounds:

- **Contract:** The processing is necessary to fulfill our mutual obligations under our contract or in order to take steps at the request of the Data Subject prior to entering into a contract;
- **Legitimate Interests:** The processing is necessary for the purposes of the legitimate interests pursued by DSP or by a third party (e.g., preventing fraud, ensuring network and



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information security), except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data (in particular, where the data subject is a child);

- **Consent:** The Data Subject has given consent to the processing of his or her personal data for one or more specific purposes. 'Consent' of the data subject means any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

### **Data Security**

DSP has implemented appropriate technical and organizational measures to ensure a level of security appropriate to the risk, such risk analysis includes an analysis of the risk of compromising the rights of the Data Subject, costs of implementation, and the nature, scope, context and purposes for Data Processing.

The measures include

- I. DSP has firewalls embedded in its computer systems;
- II. All Data is backed up on at least two external hard drives;
- III. No one other than the employees of DSP has access to the computer systems;
- IV. Paper files are held securely at the premises of DSP with limited access;
- V. DSP will address Data security breaches or incidents and will implement and maintain appropriate data security breach response plan.

Your Personal Data is held in the UK and is not transferred outside of the European Economic Area ("EEA").

### **Recipients of Personal Data**

DSP will not share your Personal Data with any third parties, without your consent unless required by applicable law.

### **Retention of Personal Data**

DSP will not retain your Personal Data for longer than is allowed under the applicable data protection laws and regulations or for longer that is justified for the purposes for which it was originally collected or otherwise processed. This is usually for six (6) years.

### **Data protection rights**



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Under applicable data protection laws, you will benefit from the following rights. You can exercise these rights at any time by contacting DSP, where applicable:

- Right to access to, rectification and erasure of Personal Information;
- Right to restriction of Processing and to object to Processing;
- Right of data portability to the extent applicable;
- Right to withdraw consent where the Processing is based on consent; and
- Right to lodge a complaint with the supervisory authority.

**DEFINITIONS OF DATA PROTECTION TERMS**

- I. **Data** is information which is stored electronically, on a computer, or in certain paper-based filing systems.
- II. **Data Subjects** all individuals about whom we hold and process Personal Data.
- III. **Personal Data** means any information relating to an individual (“Data Subject”) as described further in this Notice.
- IV. **Data Controller** Dean Standing Photography is the data controller of all Personal Data used in DSP’s business for DSP’s own commercial purpose.
- V. **Data Processor** means any person or organisation who processes Personal Data on behalf and on the instructions of DSP.
- VI. **Processing** means any operation that is performed on Personal Data or on sets of Personal Data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.
- VII. **Recipient** means a person, company, public authority, agency or another body to which the Personal Data may be disclosed. However, public authorities which may receive Personal Data in the framework of a particular inquiry shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.
- VIII. **Sensitive Personal Data** means data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data for the purpose of uniquely identifying a person, data concerning health or data concerning a person's sex life or sexual orientation.