

Privacy Policy

Last updated: 31st January 2025

This Privacy Policy explains how **Michelle Louise Photography** ("we", "us", "our") collects, uses, stores and protects personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

We are committed to protecting your privacy and handling your personal data in a transparent and secure way.

1. Who We Are

Business name: Michelle Louise Photography (Weddings by Michelle Louise on Social Media)

Business type: Wedding Photography & Videography

Email: info@weddingsbymichellelouise.co.uk

Phone: 07940 043 282

Website: www.weddingsbymichellelouise.co.uk

For the purposes of data protection law, **Michelle Louise Photography** is the *data controller* of your personal data.

2. What Personal Data We Collect

We may collect and process the following types of personal data:

- Names of clients and wedding party members
- Email addresses
- Telephone numbers
- Postal addresses
- Wedding details (date, venue, schedule)
- Photographs, video recordings and Behind the scenes (BTS) footage
- IP address and basic website usage data
- Correspondence sent to us via email, contact forms, or social media

We do **not** intentionally collect sensitive personal data unless it is provided voluntarily and is necessary for our services.

3. How We Collect Your Data

We collect personal data when:

- You enquire or book our services
- You complete a contact form on our website
- You communicate with us by email, phone, or social media
- We photograph or film you as part of our contracted services
- You browse our website (via cookies – see Section 10)

4. How We Use Your Data

We use your personal data to:

- Respond to enquiries
- Provide photography, videography services and BTS
- Manage bookings, contracts, and payments
- Deliver images and videos
- Maintain business records and accounts
- Comply with legal obligations
- Promote our business (only where consent has been given. You can opt out at any time)

5. Legal Basis for Processing

Under UK GDPR, we rely on the following lawful bases:

- **Contract** – where processing is necessary to fulfil a booking
- **Consent** – for marketing, testimonials, and portfolio use
- **Legitimate interests** – running and promoting our business
- **Legal obligation** – accounting and tax requirements

6. Image & Video Usage

Photographs, video and BTS footage may be used for:

- Portfolio and website display
- Social media

- Blog posts
- Marketing and promotional materials
- Competition or Award entries

We will only use identifiable images where consent has been given, or where usage falls under legitimate interests. Clients may request restrictions on usage in writing.

7. Data Storage & Security

We take appropriate measures to protect your data, including:

- Password-protected devices
- Encrypted storage where possible
- Secure cloud backup systems
- Limited access to personal data

We retain personal data only for as long as necessary for business, legal, or insurance purposes.

8. Sharing Your Data

We do **not** sell your data.

We may share limited data with:

- Album designers or print labs
- Second shooters, videographers, second shooters or assistants
- Online galleries or delivery platforms including but not limited to Pixieset
- Accountants or legal advisers

All third parties are required to comply with data protection laws.

9. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data

- Restrict or object to processing
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner's Office (ICO)

ICO website: <https://www.ico.org.uk>

10. Cookies

Our website may use cookies to:

- Improve website functionality
- Analyse traffic
- Enhance user experience

You can control cookies through your browser settings.

11. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact:

Michelle Collier - Michelle Louise Photography

Email: info@weddingsbymichellelouise.co.uk

12. Policy Updates

We may update this Privacy Policy from time to time. The latest version will always be available on our website.