



Andrew Wood Photography customer privacy notice

This privacy notice applies between you, the Customer and Andrew Wood Photography.

Andrew Wood Photography takes the privacy of your information very seriously. This privacy notice applies to our use of any and all data collected by us or provided by you in relation to your interactions as a customer of Andrew Wood Photography.

This privacy policy should be read alongside, and in addition to, our terms and conditions and our website privacy policy which can be found on our website.

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Contact details

Address

Andrew Wood Photography
1121 Ashton Old Road
MANCHESTER
M11 1AA
GB

Telephone

0161 286 3311

Email

hello@andrewwoodphotography.co.uk

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Addresses
- Purchase or account history
- Website user information (including user journeys and cookie tracking)
- Photographs or video recordings
- Call recordings
- Information relating to compliments or complaints

We collect or use the following information for **the operation of customer accounts and guarantees**:

- Names and contact details
- Addresses



- Purchase history
- Marketing preferences

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Addresses
- Recorded images, such as photos or videos
- Call recordings
- Purchase or viewing history
- Website and app user journey information
- Records of consent, where appropriate

We also collect or use the following information for **service updates or marketing purposes**:

- Sexual orientation information

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Address
- Video recordings of public areas
- Audio recordings of public areas
- Video recordings of private or staff only areas
- Audio recordings of private or staff only areas
- Call recordings
- Financial transaction information
- Information relating to health and safety

We also collect the following information for **dealing with queries, complaints or claims**:

- Sexual orientation information

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract - we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **the operation of customer accounts and guarantees** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract - we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Where we get personal information from

- Directly from you
- CCTV footage or other recordings



How long we keep information

Andrew Wood Photography Ltd is committed to managing customer data responsibly, in line with UK legal requirements, GDPR principles, and industry best practices. This policy outlines how long we retain customer data and photographic content and the rationale behind each retention period.

Data Type	Retention Period	Notes
Client Contracts and Consent Forms	6-7 years from the date of the last session or transaction	Contracts and consent forms are retained to handle potential legal claims, complaints, or follow-up services. The Limitation Act 1980 requires businesses to keep such records for at least six years, aligning with the standard for contract claims in the UK
Client Contact Information	Up to 5 years following the last contact or transaction	Retaining customer contact details for up to five years supports future bookings and addresses any client queries. Personal contact details are deleted or anonymized once no further interactions are anticipated. <i>Minimal information is kept only to prevent further contact in cases where clients opt out of marketing</i>
Photographs of Clients Making a Purchase	Up to 2 years after delivery of ordered products	This period accommodates potential requests for reprints, additional copies or replacement digital files. Photos are also retained with the client's consent if they are used for marketing purposes, in compliance with GDPR
Photographs of Clients Not Making a Purchase	Up to 2 weeks after viewing appointment	Unpurchased photographs are retained for up to two weeks after the viewing appointment, due to storage considerations and will be deleted within this timeframe
Financial Records	7 years in line with UK tax law requirements	HMRC guidelines mandate retaining financial records, including invoices and payment information, for six years. We retain these records for seven years to ensure compliance and for use in financial audits or queries
Marketing Data	Up to 7 years, subject to consent	Contact details and client information are retained for marketing purposes with the client's consent, regularly reviewed, and securely deleted or anonymized once no longer needed. If a client opts out, minimal information is kept solely to respect that choice
Legal and Compliance Documentation	6 years post-closure	Insurance documents, permits, and compliance records are kept in alignment with UK legal standards for managing regulatory claims
Data Backups and Disposal	Backups are securely stored and deleted after 12 months	This ensures data is recoverable if needed, but not retained longer than necessary to protect customer privacy. Disposal records are also kept for accountability

Review Schedule

Retention periods are reviewed regularly to comply with UK data protection laws and adjust for any changes in legal requirements. This ensures our policy remains up-to-date and effectively balances our operational needs with privacy obligations.

Automated Data Management

Where possible, our systems automate data retention and deletion to minimize manual handling and ensure timely compliance. Customers can request access, correction, or deletion of their data in line with the UK GDPR, and all such requests are processed promptly.

Who we share information with

- Relevant third parties:
 - Finance providers
 - Manufacturers of products that you may order

Transfers outside the United Kingdom and European Economic Area

Data may be stored and processed in and transferred to countries outside of the UK and European Economic Area (EEA). For example, this could occur if our servers are located in a country outside the UK or EEA or one of our service providers is situated in a country outside the UK or EEA.

We will only transfer data outside the UK or EEA where it is compliant with data protection legislation and the means of transfer provides adequate safeguards in relation to your data, e.g. by way of data transfer agreement, incorporating the current standard contractual clauses adopted by the European Commission.

To ensure that your data receives an adequate level of protection, we have put in place appropriate safeguards and procedures with the third parties we share your data with. This ensures your data is treated by those third parties in a way that is consistent with the data Protection Laws.



How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated

25 November 2024