Privacy Policy – Ronnie Cairns Photography

Last Updated: April 2025

1. Introduction

Ronnie Cairns Photography we provide school photography services to nurseries, primary schools and secondary schools Scotland.
This Privacy Policy explains how we collect, use, store and protect personal data when photographing pupils and staff, and when parents or guardians order images through our online sales platform, administered by GotPhoto.

We are committed to complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, and to processing all personal data lawfully, fairly and transparently.

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2. Data Controller & Contact Information

Data Controller: Ronnie Cairns
Business Name: Ronnie Cairns Photographer
Telephone: 07525 497202
Email: ronniecairns@me.com
Address: 9 Mount Carmel, Dunoon, Argyll, PA23 8HR

If you have any questions about this Privacy Policy or how we handle personal data, please contact us using the details above.

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3. What Data We Collect

A. Photographic Images

- Individual portrait photographs
- Sibling and family group images
- Class and staff group photographs
- Staff headshots

B. Metadata & Identifying Information

- Class reference (where required for file organisation)
- Unique gallery codes generated by GotPhoto
- School name and class group identifiers
- Order details and purchase history (via GotPhoto)

C. Parent / Guardian Information

Collected when placing an order through GotPhoto:

- Name
- Email address
- Telephone number
- Delivery address (if home delivery is selected)
- Payment information (processed securely by GotPhoto's payment provider)

We never have access to full payment card details.

D. School Contact Information

- Staff names and contact details necessary to organise and manage photography days

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4. How We Collect Personal Data

We collect data when:

- Photographing pupils and staff during a school photography session
- Parents or guardians access or order images on GotPhoto
- Schools provide limited class information solely for organisational purposes

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5. Lawful Basis for Processing

Public Task / Legitimate Interests

Schools engage us to provide photography as part of their normal communications with families. We process images and associated data to deliver this service effectively.

Consent

Parents/guardians provide consent when accessing or purchasing photographs via GotPhoto. Consent can be withdrawn at any time by contacting us.

Contract

Where a parent places an order, we process data to fulfil the contract (order fulfilment and delivery).

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6. How We Use Personal Data

We use data to:

- Produce and deliver school photographs
- Provide password-protected online galleries
- Process orders and deliver prints or downloads
- Handle customer service enquiries
- Maintain business and financial records
- Improve our service

We **never** use children's images for marketing without explicit written parental consent.

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7. Sharing of Personal Data

GotPhoto (Sales Platform)

Used to host password-protected galleries, manage orders and process payments. GotPhoto acts as a **Data Processor** in compliance with UK GDPR.

Print Laboratories

Images may be securely transferred to professional print labs for fulfilling customer orders.

Schools

Schools may receive basic image reference details for administrative purposes.

We **do not** sell or share data with any third parties for marketing.

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8. Data Storage & Retention

- Digital files stored securely on encrypted storage
- Galleries on GotPhoto are available for a limited time (typically 4–6 months)
- Images may be retained for up to **1 year** for reorders
- Order information may be retained for up to **6 years** for accounting and compliance purposes
- After the retention period, images and data are securely deleted or anonymised

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9. Security Measures

We use a range of technical and organisational measures, including:

- Encrypted storage
- Secure data transfer
- Password-protected systems
- Unique gallery access codes
- Restricted access to photographs and personal data

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10. Rights of Parents, Guardians, and Staff

Under UK GDPR, individuals have the right to:

- Access their data
- Request corrections
- Request deletion
- Object to or restrict processing
- Request data portability
- Withdraw consent at any time

Requests can be made by emailing **ronniecairns@me.com**.

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11. Children’s Data

We treat children’s data with exceptional care.
All processing is minimised and secure, and no images are used publicly without clear written parental consent.

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12. Complaints

Concerns can be directed to us using the contact details in Section 2.
You may also contact the Information Commissioner’s Office (ICO):

ico.org.uk

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13. Updates to This Privacy Policy

This policy may be updated occasionally to reflect legal or operational changes.
The most recent version will always be available on request.