



## Data Protection Policy

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### Introduction

This policy has been developed to inform clients how Iain Jack Photography (IJP) will comply with its responsibilities and obligations under the Data Protection Acts 1998, 2003 and the changes GDPR (European General Data Protection Regulation) will introduce when it comes into force on 25 May 2018.

For the purpose of this policy Iain Jack Photography currently use Facebook, Twitter, Instagram, Iain Jack Photography website and email as the main communication methods.

The policy applies to all persons who are involved with the activities of IJP, including:

- Directors
- Employees
- Potential employees

### Data Protection

IJP needs to keep certain information regarding its clients and potential clients to carry out the day to day management and to ensure it complies with the legal obligations.

All personal data, defined as any data that can be used to identify a living individual, will be managed in line with the Data Protection Act (DPA) 1998 & 2003 (Amendment), this means that personal information will be collected and used fairly, stored safely and not disclosed to any other person unlawfully.

IJP, in line with the DPA principles, will ensure that all personal data held will:

- Be used fairly and lawfully
- Used for limited, specifically stated purposes
- Used in a way that is adequate, relevant and not excessive
- Be accurate and Kept for no longer than necessary
- Handled according to people's data protection rights
- Kept safe and secure
- Not transferred outside the European Economic Area without adequate protection

Clients have the right to know:

- What information is held by the IJP
- How to gain access to the information
- How to keep it up to date
- What IJP is doing to comply with DPA & GDPR



## Responsibilities

Overall responsibility for personal data rests with the IJP.

IJP processes the following personal information:

- Client contact information (address/phone number) and email addresses.
- Client payments.

Personal information is kept in the following forms:

- IJP contact application form
- Office based applications, including word processing and spreadsheet databases.

Data handlers within IJP:

- The Managing Director of IJP will hold the master copy
- Other employees of the IJP senior management that may change from time to time.

Personal data is kept for several purposes

- To maintain contact with clients
- To circulate a newsletter which contains details of upcoming events
- To advise clients of photographic events/offers which may interest them

## GDPR

The EU General Data Protection Regulation (GDPR) will be enforced from 25 May 2018. There are a number of key changes introduced by the regulation; however, the impact on IJP should be minimal due to the small amount of personal data processed.

Data handlers may upload limited client images, with their permission, onto the IJP website and social media pages and are then publicly available.

## Policy Review

The policy will be reviewed every 2 years to ensure it remains up to date and compliant with the law.

Metadata is essential for identification and copyright protection, as well as being key to smoothing workflow. Metadata can be added to your images automatically, including location, size, file extension. Manually entered metadata, which can describe the image and its contents, can include any data which is relevant and descriptive, for example keywords, notes and copyright information.

Metadata can include data which is covered by the Data Protection Acts 1998 & 2003. If your images contain metadata, be aware that this data will be shared between organisations where your images are used.