

Skyhawk Pictures Privacy Policy

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

1 GDPR (General Data Protection Regulation)

Skyhawk Pictures is a UK based business and is subject to GDPR. The sections below set out the details of what personal information we collect, where we collect it, when we collect it, how we use it and how long we keep it for.

We collect names, email addresses and telephone numbers from

- General Website Visitors who contact us via our website
- New customers

1.1 General Website Visitors

Definition: *an unknown, anonymous visitor to the website or unknown anonymous caller.*

1.1.1 When do we collect your information?

We collect information from you on the occasion that you wish to contact us. This can be via:-

- the contact form provided on our website
- direct email
- direct telephone call

1.1.2 What personal information do we collect?

You will be asked for your name, email address, phone number and any other details to enable us to help you with your enquiry.

1.1.3 How do we use your information?

We will use the information we collect from you in the following ways:

- To respond to your enquiry from us.
- To request opt-in to further contact from us. Under GDPR, we may not use any of your personal details for marketing or other contact without your specific permission.

1.1.4 How long we keep your information

If you decide not to opt-in to further communication, your information will be kept for a period of 2 years from the date of last contact. This is to assist both you and ourselves with follow up queries following our initial response to you. You will not receive unsolicited communication from us during this time. After this time, your information will be removed without notice.

If you opt-in to allow further communication, your information will be kept indefinitely for occasional marketing offers. This can be unsubscribed at any time.

1.2 New Customers

Definition: *an individual who is becoming a customer by purchasing services from Skyhawk Pictures.*

1.2.1 When do we collect your information?

We collect information from you when you commission services from Skyhawk Pictures.

1.2.2 What personal information do we collect?

You will be asked for

- your name
- company/business name
- address
- email address
- phone number

Plus

- any other details to enable us deliver our service to you. In addition
- if there are payments to be made online, this is done via the third-party organisation Braintree (a Paypal company) that acts as payment processor.
- following your shoot, we will securely retain your personal images.

1.2.3 How do we use your information?

We will use the information we collect from you in the following ways:

- For preparation of legal contract for services. The contract will include an option to opt-in to further contact from us. Under GDPR, we may not use any of your personal details for marketing or other contact without your specific permission. The discounts offered to our customers require this opt-in.
- To set up your ShootProof.com online proofing gallery.

Images taken by Skyhawk Pictures, including those that contain identifiable individuals, legally form part of the Skyhawk Pictures "body of work". As per the terms of the standard Skyhawk Pictures contract for services that customers are required to sign, such images may be used in our portfolio and on our website. However, if you object to this, you can contact us in writing and we will gladly remove any image from our public website.

1.2.4 How long we keep your information

If you decide not to opt-in to further communication, your information will be kept for a period of 3 years from the date of your shoot. This is to assist both you and ourselves with follow up queries and any further purchases you wish to make. You will not receive unsolicited communication from us during this time. After this time, your information will become eligible for deletion. You will be contacted once to notify you that your images are about to be deleted and give you the opportunity to make any final purchases (or to opt-in at this time). If after one further month there is no opt-in, all images and information will be deleted without further notice.

1.3 How do we protect your information?

Your personal details are not held online and are not accessible to outside forces. It is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems and are required to keep the information confidential. In addition, all communication with our website is done so over an encrypted channel (via Secure Socket Layer SSL technology).

All purchase and payment transactions are processed through a gateway provider and are not stored or processed on our servers.

1.4 Do we use 'cookies'?

We use cookies for tracking purposes to help provide a personalised experience for our website visitors.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since each browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

If you turn cookies off, some of the features that make your site experience more efficient may not function properly.

1.5 Third-party disclosure

We do not sell, trade, or otherwise transfer to outside parties any personally identifiable information with the exception of ShootProof.com (see section 1.2.3).

2 Searching and Social Media

2.1 Google

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users. You can view the details [here](#).

We have enabled Google AdSense on our site.

2.2 Facebook and third-party behavioural tracking

Our site incorporates a Facebook "pixel". This identifies the visitor via their IP address such that when the same visitor utilises Facebook, they may receive any Facebook advertisements that Skyhawk Pictures are running at that time. There is no other third-party tracking on our website.

2.3 How does our site handle Do Not Track signals?

We honour Do Not Track (DNT) signals and do not track, plant cookies, or use advertising when a DNT browser mechanism is in place.

3 Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

- We will notify you via email within one business day
 - We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.
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4 Contacting Us

If there are any questions regarding this privacy policy, you may contact us via [email](#)

Last Edited on 2018-04-07