

## **Privacy Policy – PhotoStudioAI.uk**

### **1. Who we are**

PhotoStudioAI (“we”, “us”) provides online photo editing services.

We are the controller of the personal data you provide to us.

### **2. What data we collect**

We may collect and process the following personal data:

- Contact details: your name, email address, and any other contact information you give us.
- Photos and images: files you upload or send to us, which may contain images of you or other people.
- Communication: messages and emails you send us, and our replies.
- Payment information: basic transaction details (for example date, amount, payment method). We do not store your full card details; payments are processed by third-party providers.
- Technical data: basic usage information about how you use our website (for example IP address, browser type), through cookies or similar technologies, if you consent.

### **3. Why we use your data (purposes and legal bases)**

We use your personal data for the following purposes:

- To provide our photo editing services to you
  - Legal basis: performance of a contract (when you order a service) or steps taken at your request before entering into a contract.
- To communicate with you about your order, questions or support
  - Legal basis: performance of a contract and legitimate interests (to run our business and respond to enquiries).
- To take payment and keep basic financial records
  - Legal basis: performance of a contract and legal obligation (accounting and tax rules).
- To improve our services and website (for example, analytics)
  - Legal basis: legitimate interests (to improve our service), or consent where required for cookies/analytics.

- To use your edited images in our portfolio or social media (if you agree)
  - Legal basis: your explicit consent, which you can withdraw at any time.

#### **4. Sharing your data**

We may share your data with trusted third parties who help us run our business, for example:

- website hosting and email providers;
- payment processors (such as PayPal or banks);
- cloud storage or project management tools.

These providers only process your data on our instructions and under a contract. We do not sell your personal data.

#### **5. International transfers**

Some of our service providers may be located outside the UK.

Where this happens, we will take appropriate steps to ensure that your data is protected, for example by using standard contractual clauses or providers with recognised protection frameworks.

#### **6. How long we keep your data**

We keep your personal data only for as long as necessary for the purposes described in this Privacy Policy:

- Photos and project files: normally up to 30 days after the final delivery of your edited images, unless we agree another period or you ask for earlier deletion (subject to our legal obligations).
- Basic client and invoice information: up to 6 years, as required by UK tax and accounting laws.
- Messages and emails: for as long as needed to handle your enquiry and to protect our legal rights.

#### **7. Your rights**

Under UK data protection law, you have the right to:

- access your personal data and get a copy;
- ask us to correct inaccurate or incomplete data;
- ask us to delete your data in some situations;
- object to or restrict how we process your data in some situations;

- withdraw your consent at any time, where processing is based on consent (for example, portfolio use);
- complain to the UK Information Commissioner's Office (ICO) if you are unhappy with how we handle your data.

To exercise any of these rights, please contact us using the details below.

## **8. Security**

We take reasonable technical and organisational measures to protect your personal data, including:

- using secure devices and password protection;
- limiting access to files only to people who need them;
- using reputable hosting and storage providers.

However, no system is 100% secure, and we cannot guarantee absolute security of data transmitted over the internet.

## **9. Contact**

If you have any questions about these Terms or this Privacy Policy, or if you want to exercise your data protection rights, please contact us at:

Email: [contactphotostudioai@gmail.com](mailto:contactphotostudioai@gmail.com)

## **10. Changes to this Privacy Policy**

We may update this Privacy Policy from time to time.

The latest version will always be available on PhotoStudioAI.uk and will apply from the date it is posted.