

PRIVACY POLICY

RAFAEL ROJAS FINE ART PHOTOGRAPHY is committed to preserving the privacy of all visitors to our website at www.essentialseeing.com. Please read the following privacy policy to understand how we use and protect the information that you provide to us.

By registering or placing an order on this website, you consent to the collection, use and transfer of your information under the terms of this policy.

INFORMATION THAT WE COLLECT FROM YOU

When you visit, register or order products or services on www.essentialseeing.com you may be asked to provide certain information about yourself including your name and contact details.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- Identity Data which includes first name, last name, username or similar identifier, title, date of birth
- Contact Data includes billing address, delivery address, email address and telephone numbers
- Profile Data includes your username and password, purchases or orders made by you
- Marketing and Communications Data includes your preferences in receiving marketing information from us and our third party agents and your communication preferences
- Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.
- Technical Data includes internet protocol (IP) address, your login data, browser type and version, time zone, setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website.
- Any other information which you provide to us.
- Financial Data includes bank account and payment card details: When you make a payment through our website, your credit card data is not stored in our servers or is known by Rafael Rojas Fine Art Photography. All card transactions are encrypted and conducted over secure servers through Stripe or Paypal, providing one of the safest payment systems available today. Rafael Rojas Photography will not receive, record or store any information concerning your credit card.

We may also collect information about your usage of our website as well as information about you from messages you post to the website and e-mails, letters or contact forms you send to us.

We do not collect any special categories of personal data (which include sensitive personal information such as details about your race, ethnicity, religious beliefs, political affiliation and sexual orientation).

HOW YOUR PERSONAL DATA IS COLLECTED

We collect most of this information from you directly, for example, Identity Data, Contact Data, Financial Data and Transaction Data when you fill in forms, correspond with us by email, phone, post or otherwise when you:

- a. subscribe to services or create an account on our website
- b. purchase products and/or services from us
- c. subscribe to our publications, such as our e-newsletter
- d. request marketing, promotional material or information to be sent to you
- e. give us some feedback.

However, we may also collect information from

- a. automated technologies, such as cookies which collect Technical Data about your equipment and browsing activities. Please see our cookie policy, which is set out further on in this Privacy Policy
- b. publicly accessible sources, such as Companies House
- c. providers of technical, payment and delivery services, such as PayPal or Stripe
- d. analytics providers [such as Google, based outside the EU]
- e. a third party with your consent (e.g. your bank).

USE OF YOUR INFORMATION

Under Data Protection Law, we can only use your personal data if we have proper reason for doing so, eg:

- a. to comply with our legal and regulatory obligations
- b. for the performance of our contract with you or to take steps at your request before entering into a contract
- c. for our legitimate interests or those of a third party; or
- d. you have given consent

A legitimate interest is when we have a business or commercial reason to use your information, provided this is not overridden by your own rights and interests.

The table below explains what we use (process) your personal data for and our reasons for doing so:

What we use your personal data for	Type of Data	Our reasons
To register you as a new customer	Identity Contact Profile	Performance of a contract with you
To provide our products and services to you including: <ol style="list-style-type: none"> 1. managing payments 2. collecting and recovering money owed to us 	Identity Contact Financial Transaction	For the performance of our contract with you or to take steps at your request before entering into a contract Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: <ol style="list-style-type: none"> 1. notifying you about changes to our terms of business or privacy policy 2. providing you with information relating to products and services you have purchased from us 	Identity Contact Profile Marketing & Communications	For the performance of our contract with you Necessary to comply with a legal obligation For our legitimate interests or those of a third party (to give customers necessary information to enable them to use our products/services, to obtain customer feedback and learn how customers use our products and services)
Promoting our services and those of selected third parties to: <ol style="list-style-type: none"> 1. existing and former customers of our products and services; 2. third parties who have previously expressed an interest in our products and services. 	Identity Contact Profile Marketing & Communications	For our legitimate interests or those of a third party (to develop our products and services, and grow our business)
To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data) To ensure business policies are adhered to, e.g. policies covering security and internet use To ensure the confidentiality of commercially sensitive information	Identity Contact Technical	For our legitimate interests or those of a third party (for running our business and network security). To comply with our legal and regulatory obligations
To professional advisers and to external auditors for the audit of our accounts	Identity Contact Financial Transaction	To comply with our legal and regulatory obligations

We will only use your data for purposes for which we collected it, unless we reasonably consider that we need to use it for another reason, and that reason is compatible with the original purpose. If we need to use your personal data for an unrelated purpose, we will inform you and explain the legal basis which allows us to do so.

Your information will enable us to provide you with access to all parts of our website and to supply the goods or services you have requested. It will also enable us to bill you and to contact you where necessary concerning your orders. We will also use and analyse the information we collect so that we can administer, support, improve and develop our business.

In particular, we may use your information to contact you for your views on our services and to notify you occasionally about important changes or developments to the website or our services. Further, where you have consented, we might also use your information to let you know by email about other products and services which we offer which may be of interest to you.

PROMOTIONAL COMMUNICATIONS

We may use your personal data to send you updates (by email, telephone or post) about our events, courses and exhibitions that might be of interest to you and/or information about our services, including our e-newsletter, which may contain exclusive offers and promotions.

We have a legitimate interest in processing your personal data for promotional purposes (see above 'How and why we use your personal data'). This means we do not usually need your consent to send you promotional communications. However, where consent is needed, we will ask for this consent separately and clearly.

We will always treat your personal data with the utmost respect and never share it with other organisations for marketing purposes unless we have your express prior consent to do so.

You have the right to opt-out of receiving promotional communications at any time by contacting us by email to info@essentialseeing.com, or by clicking on the "unsubscribe" that you will find at the bottom of the promotional communications sent via email.

We may ask you to confirm or update your marketing preferences if you purchase products or services from us, or subscribe to our e-newsletter, or request updates or information about our products and services in the future, or if there are changes in the law or the structure of our business.

WHO WE SHARE YOUR PERSONAL DATA WITH

The information you provide to us may be accessed by or given to third parties some of whom may be located outside the European Economic Area who act for us for the purposes set out in this policy or for other purposes approved by you. Those parties process information, fulfil and deliver orders, process credit card payments and provide support services on our behalf. We may also pass aggregate information on the usage of our website to third parties but this will not include information that can be used to identify you.

If our business enters into a joint venture with or is sold to or merged with another business entity, your information may be disclosed to our new business partners or owners. We may also need to share some personal data with other parties, such as potential buyers of some or all of our business or during a re-structuring. Usually, information will be anonymised, but this may not always be possible. The recipient of the information will be bound by confidentiality obligations.

Countries outside the European Economic Area do not always have strong data protection laws. However, we will always take steps to ensure that your information is used by third parties in accordance with this policy.

We may disclose and exchange information with law enforcement agencies and regulatory bodies to comply with our legal and regulatory obligations. In addition to the disclosures reasonably necessary for the purposes identified elsewhere above, we may disclose your personal information to the extent that we are required to do so by law, in connection with any legal proceedings or prospective legal proceedings, and in order to establish, exercise or defend our legal rights. Unless required to do so by law, we will not otherwise share, sell or distribute any of the information you provide to us without your consent.

WHERE YOUR PERSONAL DATA IS HELD

Information may be held at our offices and those of our third party agencies, service providers, representatives and agents as described above (see 'Who we share your personal data with').

Some of these third parties may be based outside the European Economic Area. For more information, including on how we safeguard your personal data when this occurs, see below: 'Transferring your personal data out of the EEA'.

HOW LONG YOUR PERSONAL DATA WILL BE KEPT

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. We will conduct regular reviews of the personal data we are holding and delete any data we no longer require.

TRANSFERRING YOUR PERSONAL DATA OUT OF THE EEA

To deliver services to you, it is sometimes necessary for us to share your personal data outside the European Economic Area (EEA), eg:

with your and our service providers located outside the EEA;

if you are based outside the EEA;

These transfers are subject to special rules under European and Swiss data protection law.

If you would like further information, please contact us (see 'How to contact us' below).

YOUR RIGHTS

You have the following rights, which you can exercise free of charge:

Access	The right to be provided with a copy of your personal data (the right of access)
Rectification	The right to require us to correct any mistakes in your personal data
To be forgotten	The right to require us to delete your personal data in certain situations
Restriction of processing	The right to require us to restrict processing of your personal data in certain circumstances, e.g. if you contest the accuracy of the data
Data portability	The right to receive the personal data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party in certain situations
To object	The right to object: - At any time to your personal data being processed for direct marketing (including profiling); - In certain other situations to our continued processing of your personal data, e.g. processing carried out for the purpose of our legitimate interests.
Not to be subject to automated individual decision-making	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you

For further information on each of those rights, including the circumstances in which they apply, please contact us. If you would like to exercise any of those rights, please:

- Email, call or write to us—see below: 'How to contact us'; and
- Let us have enough information to identify you (e.g. your full name, address and client reference number);
- Let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and
- Let us know what right you want to exercise and the information to which your request relates.

KEEPING YOUR PERSONAL DATA SECURE

We have appropriate security measures to prevent personal data from being accidentally lost or used or accessed unlawfully. We limit access to your personal data to those who have a genuine business need to access it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

UPDATING THIS STATEMENT

This privacy policy was published on 23 May 2018. We may update this privacy policy by posting a new version on Our Websites You should check this page occasionally to ensure you are familiar with any changes.

OTHER WEBSITES

Our Websites may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy policies.

COOKIE USAGE

There are instances where we may use cookies to gather information regarding our services in a mathematical collection for our website. Any information collected will not have any identifying data. It is statistical data about our visitors and how they have used our site. No personal details will be shared that could identify you. We may assemble information about your common internet use with a cookie file. When used, the cookies are downloaded to your computer automatically. The cookie is stored on the hard drive, with transferred information. The data sought by the cookie helps us improve our website and any service offered to you. Your browser has the ability to decline cookies. This is done by setting your browser options to decline all cookies. Note: if you do decline the download of cookies, some aspects of our website may not work or allow you access.

HOW TO CONTACT US

Please contact us if you have any questions about this privacy policy or the information we hold about you:

- By email to info@essentialseeing.com
- By post to Rafael Rojas Fine Art Photography - Ruelle des Ormeaux 28 - La Tour de Trême 1635 - Switzerland