

DATA PRIVACY PROTECTION

Data Privacy Protection

Protecting the security and privacy of your personal data is very important to us. We hope the policy outlined below will help you understand how Cambridge Photographers uses and safeguards your data.

Personal data

Through our website, Cambridge Photographers will not collect any personal data about you (e.g. your name, address, telephone number or e-mail address), unless you voluntarily choose to provide it to us (e.g. through enquiry or registration) or provide your consent, or unless otherwise permitted by applicable laws and regulations for the protection of your personal data.

Purpose of Use

When you do provide us with personal data, we usually use it to respond to your enquiry or to provide you access to specific information. Also, to support our customer relationship with you:

- we may store and process personal data to better understand your business needs and how we can improve our products and services; or
- we (or a third party on our behalf) may use personal data to contact you to conduct online surveys to understand better our customers' needs.

If you choose not to have your personal data used to support our customer relationship, we will respect your choice. We do not sell or otherwise market your personal data to third parties.

Purpose Limitation

We will collect, use or disclose personal data supplied by you online only for the purposes disclosed to you, unless the disclosure:

- is a use of the personal data for any additional purpose that is directly related to the original purpose for which the personal data was collected; or
- is necessary to prepare, negotiate and perform a contract with you; or
- is required by law or competent governmental or judicial authorities; or
- is necessary to establish or preserve a legal claim or defence; or
- is necessary to prevent fraud or other illegal activities.

Communications or Utilisation Data

Through your use of telecommunications services to access our website, your communications data (e.g. Internet protocol address) or utilization data (e.g. information at the beginning, end and extent of each access, and information on the telecommunications services you accessed) are technically generated and could conceivably relate to personal data. To the extent that there is a compelling necessity, the collection, processing and use of your communications or utilisation data will occur

and will be performed in accordance with the applicable data privacy protection legal framework.

Non-Personal Data Collected Automatically

When you access our website, we may automatically (i.e. not by registration) collect non-personal data (e.g. type of Internet browser and operating system used, domain name of the website from which you came, number of visits, average time spent on the site, pages viewed) to improve the performance or content of our website.

“Cookies” – Information Stored Automatically on Your Computer

When you view our website, we may store some data on your computer in the form of a “cookie” to automatically recognize your PC next time you visit. Cookies can help us in many ways, for example, by allowing us to tailor a website to better match your interests. If you do not wish to receive cookies, please configure your Internet browser to erase all cookies from your computer’s hard drive, block all cookies or to receive a warning before a cookie is stored.

Children

Cambridge Photographers will not knowingly collect personal data from children without insisting that they seek prior parental consent if required by applicable law. We will only use or disclose personal data about a child to the extent permitted by law, to seek parental consent pursuant to local law and regulations or to protect a child. The definition of “child” or “children” should take into account applicable laws as well as national and regional cultural customs.

Links to Other Web Sites

The Cambridge Photographers website contains links to other websites. Cambridge Photographers are not responsible for the privacy practices or the content of other websites.