

# Privacy/GDPR

## INTRODUCTION

In order to conduct its business activities, it is necessary for Horton-Stephens to act as a data controller with respect to gathering and using the personal data of individuals. These can include clients, suppliers, employees, models, actors and other people the company has a relationship with or may need to contact. This policy sets out how we collect, use and protect any information you give us when you use this website and/or our services.

We are committed to safeguarding your privacy. Should we ask you to provide certain information, you can be assured that it will only be used in accordance with this policy. We may be required to update this policy from time to time in order to remain legal and compliant. You should check this page periodically to ensure that you are happy with any changes.

## WHY THIS POLICY EXISTS

This GDPR Privacy Policy ensures Horton-Stephens :-  
Complies with GDPR and follows good practice; Protects the rights of employees, models, actors and clients; is open about how it stores and processes individuals' data and protects itself from the risks of a data breach;

## IN PARTICULAR REF MODELS WE ENGAGE...

### WHAT WE COLLECT

We may collect the following information:

#### Clients

- Name, company name and job title;
- Contact information including telephone number and email address;
- Business address and postcode;
- Other information relevant to your enquiry or to enable us to fulfil a contract or terms & conditions.

#### People presenting themselves as prospective models for modelling assignments

- Name;
- Contact information including telephone number and email address;
- Demographic information including address and postcode;
- Statistics and work experience;
- Images and videos;
- Preferences and interests;
- Other information relevant to promoting you for work in the correct areas and to enable us to fulfil a contract or terms & conditions.

#### Employees and Freelancers

- Name;
- Contact information including address, telephone number and email address;
- Details of previous work and/or employment;
- Other information to enable us to fulfil a contract or terms & conditions.

## LAWFUL REASONS FOR PROCESSING

### WHAT WE DO WITH THE INFORMATION WE COLLECT

#### Clients

We require this information to understand your needs and provide you with a better service and in particular, for the following reasons:

- To provide ongoing customer service and maintain internal record keeping including for accounting purposes;
- To enable contact by email or phone in relation to the enquiry you have made with us;
- To periodically send update emails about new models/actors or other information relevant to your enquiry. You may unsubscribe from receiving these emails at any time by clicking the unsubscribe link which is included at the bottom of all our update emails.

#### Models & Actors

We require this information to understand the areas of work we can put you forward for and in particular, for the following reasons:

- Internal record keeping including accounting purposes;
- To keep our website up-to-date with the correct information for clients;
- We may contact you by email or phone in relation to work enquiries;
- We may periodically send update emails using the email address which you have provided. You may unsubscribe from receiving these emails at any time by clicking the unsubscribe link which is included at the bottom of all our promotional emails.

#### New Models applying to the agency

We require this information to assess whether you are suitable to be offered representation with the agency.

#### Employees and Freelancers

We require this information, in order to fulfil your employment contract.

#### RETENTION

We are required to keep documents, contracts etc. for the length of the contract as a minimum and for up to seven years afterwards as a maximum. We will determine this on a case-by-case basis after taking into account the individual circumstances and will only keep data which is necessary for us to fulfil our contractual obligations. Any personal data held by us for marketing updates will be kept by us until such time that you notify us you no longer wish to receive this information.

#### SECURITY

We are committed to ensuring that your information is secure and protected against unauthorised or unlawful processing, accidental loss, destruction and damage. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, technical and managerial procedures to safeguard and secure the information we collect.

##### Paperwork

Personal data collected in paper form is stored in locked filing cabinets and shredded when no longer required.

##### IT Systems

Personal data stored in digital format is on secure cloud servers hosted in the United Kingdom with access to data highly restricted for approved business purposes only.

#### SECURITY BREACHES

Despite all the controls we have put in place to address all the key GDPR principles, there is still always a risk a data breach may happen. In the unlikely event of this, the breach will be notified to all data subjects affected without undue delay. If appropriate, this will also be reported to the ICO within 72 hours of us becoming aware. The person who should be informed of any breaches is named at the bottom of this policy and is contactable by email at all times.

#### THIRD PARTY PROCESSING

Our work for you may occasionally require us to pass your information to our service providers and for the purpose of delivering our services to you. Where we are entering into an engagement with a third party, we will seek to be satisfied that they have secure measures in place so your privacy

rights continue to be protected as outlined in this policy.

We only disclose information that is necessary to deliver our services and we never allow your personal data to be used by any third party for any market research, marketing or other commercial purposes. Under GDPR law, we may be required to disclose your data for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person. We may also be required to disclose your personal data where such disclosure is necessary for the establishment or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

#### YOUR RIGHTS UNDER GDPR

You have the right to know what data we are holding for you at any time, the right to access this data, change it and/or have it removed from any further processing activity.

#### SUBJECT ACCESS REQUEST

If you would like to contact us with a subject access request, please use the email address [niall@horton-stephens.com](mailto:niall@horton-stephens.com) We will contact you within ten days of receiving this request.

#### RESPONSIBLE PERSON FOR GDPR

Niall Horton-Stephens , Director  
Horton-Stephens

#### **For users of this website and those that we engage with in the general course of our professional activities.**

We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information from which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy policy statement and with the requirements laid down by law in the Data Protection Act (DPA) 1998, The Privacy and Electronic Communications (EC Directive) Regulations (PECR) 2003 and the new General Data Protection Regulation (GDPR) 2018. Horton-Stephens Photography Ltd is the data controller and responsible for your personal data ("we" "us" "our" in this privacy notice]. Our contact details are set out below. We may change this policy from time to time by updating this page. We may collect the following information: • Your name and job title. • Contact information including your email address, postal address and telephone number. • Demographic information such as postcode, preferences and interests. • Other information relevant to customer surveys and/or offers provided by us. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us. We do not collect any special categories of data. We collect this data from you on at least one of the following legal bases: • In the case that you have provided your explicit opt-in consent for us to do so. • In the case that we need to in order to fulfil our contractual obligations to you (which includes the provision of quotations or estimates as a result of a request from you). • In the case of your corporate email address (where you have provided us with this), that we have a legitimate interest in doing so for our own commercial marketing activities and activities related to customer satisfaction and product development and service improvement where our use of your data is proportionate, has a minimal impact on your privacy and is promotes an activity that you might reasonably expect us to be engaged in. We use different methods to collect data from and about you, including through: • Direct interactions with you when you fill in a form or correspond with us by post, phone, email or otherwise; • Third parties

for example where we have purchased a mailing list; • Automated technologies or interactions, for example as you interact with this website we may automatically collect technical data about your equipment, browsing actions and patterns or by using cookies. Please see below for more information on how this website uses cookies. We use, store and process this information to understand your needs and provide you with a better service, and in particular, for the following reasons: • Internal record-keeping and to administer any account(s) that you might have with us. • We may use the information for our legitimate business interests to improve our products and services to you. • We may periodically send promotional emails about new products or services, special offers or other information which we think you may find interesting using the email address which you have provided and given us consent to use or, where you have provided us with a corporate email address, for our legitimate interests (as described above), provided you have not unsubscribed. We may contact you by email, phone, fax or post but only in accordance with your express and explicit consent for such contact. We may also use the information for our internal business purposes and legitimate interests of improving customer satisfaction to customise our website(s) according to your interests to provide you with a better experience. We will only retain your personal information for the minimum time that is necessary for the purpose for which it was collected. In relation to financial and transactional data this will be for a period of approximately 7 years after the date of the transaction and/or as per UK law in respect of financial record keeping.. In the case of marketing consent, we will clearly give you possibility to unsubscribe from the service in any of our occasional marketing email and/or will delete the data as soon as you'll ask us to do so via email. You may choose at any time to restrict the collection or use of your personal information in the following ways: • Right to withdraw consent, data retention and the right to be forgotten - If you have previously agreed to us using your personal information or we are using your contact details for our legitimate interests for direct-marketing purposes, you may change your mind at any time by writing to or emailing us at [hello@horton-stephens.com](mailto:hello@horton-stephens.com) We will comply with your request within one week of receiving it. Please note, there may be certain circumstances such as a legal obligation we may have, that mean the right to be forgotten (your right to have your data erased) cannot be implemented but we will inform you of this should you contact us on this basis. • Right of data portability – You have the right to request a copy of the data that you provided us with in order that you can reuse it for your own purposes across different services. This right is only applicable if you have given us explicit consent to process your data or if we have used it for the performance of any contract(s) we may have (had) with you. If you wish to do this, please write to or email us at [hello@horton-stephens.com](mailto:hello@horton-stephens.com). We will provide the information in a commonly used and machine-readable format free of charge. • Right of access to your data - You may request details of personal information which we hold about you. If you would like a copy of the information held on you please write to or email us at [hello@horton-stephens.com](mailto:hello@horton-stephens.com). You will not need to pay a fee to access your personal data. • Right to rectification of inaccurate data - If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us at [hello@horton-stephens.com](mailto:hello@horton-stephens.com) as soon as possible. We will promptly rectify any information found to be incorrect. • Right to object to processing of your data – You have a right to object to us using your data for marketing under the basis of 'legitimate interests' and if you wish to do so, please contact us at [hello@horton-stephens.com](mailto:hello@horton-stephens.com) We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting but only if you tell us that you wish this to happen. We may need to disclose your data to third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes. We do not transfer or give access to your personal data outside the European Economic Area. If we do, for example, for website support, we ensure that data is secure. We are committed to ensuring that your information is secure. To prevent unauthorised access or disclosure, we have put in place appropriate physical, electronic and managerial procedures to safeguard and secure the information we collect online. All your information is stored either electronically on our secure servers or in the case of paper documentation, in secured cabinets only accessible by us or our staff or those nominated by the Data Controller as Data Processors. We limit access to your personal data to those employees. They will only process your personal data on our instructions and they are subject to a duty of confidentiality. In the event of any data security breach, we will comply with our legal responsibilities to notify the applicable regulator and you as outlined in the applicable legislation. Any password(s) which you might use to access our website or other platforms that are operated by us using third-party providers are your own responsibility and you undertake not to share them with anyone else, save as to making provisions in your will. If you believe your password(s) has/have been compromised, you must inform us straightaway and change it. If you have reason to make a complaint, then you should contact us in writing as soon as possible at [hello@horton-stephens.com](mailto:hello@horton-stephens.com) A cookie is a small text file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We may use traffic-log cookies to identify which pages are being used. This helps us analyse data about web-page traffic and improve our website in order to tailor it to users' needs. We only use this information for statistical analysis purposes and the data is then removed from the system. Overall, cookies help us provide you with a better website experience, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of our website(s). Our website may contain links to other websites of interest. However, once you have used these links to leave this website, you should be aware that we do not have any control over those other websites. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should look at the privacy statement applicable to the website in question