

Privacy Policy

Elliott Major Creative

Last Updated: 09/01/2026

1. Introduction

Elliott Major Creative is committed to protecting your personal information and respecting your privacy. This Privacy Policy explains how we collect, use, store, and share your information when you engage with our photography, videography, editing, and media-related services.

By using our services or visiting our website, you agree to the practices described in this policy.

2. Information We Collect

2.1 Personal Information You Provide

We may collect personal information directly from you, including:

- Name
- Email address
- Phone number
- Billing and payment details
- Postal address
- Event details (e.g., wedding dates, locations, schedules)
- Model release forms or consent documentation.
- Any information you voluntarily submit through contact forms or bookings.

2.2 Media Content

As a photography/media company, we may collect:

- Photographs
- Video recordings
- Audio recordings

- Behind-the-scenes footage
- Metadata associated with media files (e.g., timestamps, location if enabled)

2.3 Automatically Collected Information

When you visit our website, we may collect:

- IP address
- Browser type
- Device information
- Cookies and usage analytics
- Pages visited and time spent on the site.

3. How We Use Your Information

We use your information to:

- Provide and deliver photography and media services.
- Communicate with you about bookings, edits, and project updates.
- Process payments and send invoices.
- Manage and store media files.
- Improve our website and services.
- Share content with your permission (e.g., portfolio, social media, marketing)
- Comply with legal obligations.

4. Legal Basis for Processing (UK/EU GDPR)

We process personal data under the following legal bases:

- **Contractual necessity** – to fulfil our service agreement.
- **Legitimate interests** – to operate and improve our business.
- **Consent** – for marketing, portfolio use, or optional data collection.
- **Legal obligation** – for tax, accounting, or regulatory compliance

5. Sharing Your Information

We may share your information with:

- Trusted third-party service providers (e.g., cloud storage, editing software, print labs)
- Payment processors
- Second shooters or subcontractors assisting with your project.
- Legal authorities if required by law.

We never sell your personal information.

6. Media Usage & Consent

We will only use your images or videos for marketing, portfolio, or promotional purposes if:

- You have signed a model release or consent form, or
- You have given explicit written permission.

You may withdraw consent at any time.

7. Data Storage & Security

We store your information using secure systems and take reasonable steps to protect it from:

- Loss
- Unauthorised access
- Alteration
- Disclosure

Media files may be stored on encrypted drives, cloud platforms, or backup systems.

8. Data Retention

We retain personal information only as long as necessary to:

- Provide services.
- Maintain business records.
- Comply with legal obligations.

Media files may be archived for long-term storage unless you request deletion.

9. Your Rights (UK/EU GDPR)

You have the right to:

- Access your personal data.
- Request corrections
- Request deletion (“right to be forgotten”)
- Restrict or object to processing.
- Request data portability.
- Withdraw consent at any time.

10. Cookies & Tracking Technologies

Our website may use cookies to:

- Improve user experience.
- Analyse website traffic
- Personalise content.

You can manage cookie preferences through your browser settings.

11. Third-Party Links

Our website may contain links to external sites. We are not responsible for the privacy practices of those websites.

12. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated revision date.

14. Contact Us

If you have questions about this Privacy Policy or how we manage your data, you can contact us at:

[Elliott Major Creative]

Email: [elliottmajorcreative@gmail.com]

Phone: [07731169555]

END OF POLICY