

PRIVACY POLICY LAURA KNIPSAEL PHOTOGRAPHY

Laura Knipsael Photography values your privacy highly. We will process and use your data in a safe manner, fully in accordance with the General Data Protection Regulation (GDPR). In this privacy policy, we explain which data we collect from you and why we do so. You can also read in this statement what your rights are regarding this processing. For questions about your privacy, you may contact us at info@lauraknipsael.com.

Article 1 – Who are we?

Laura Knipsael Photography is a sole proprietorship, located at [address], [postal code, city]. We are registered with the Dutch Chamber of Commerce under number [KvK number]. We are the controller of your personal data.

Article 2 – What data do we use?

Below you will find an overview of the data we process, why we do so, on which legal basis we may process this data, and how long we will retain it.

Execution of the agreement

We process your name, address, city, telephone number, email address, and other information necessary to provide our services properly. This also includes special categories of data when you or others are photographed. We use this data to ensure you are a satisfied customer throughout the duration of our agreement. We retain this data up to 1 year after the end of the agreement.

Order and customer administration

To manage your booking or order, we process your name, delivery address, billing address, email, phone number, and payment details. These will be stored in our client database for up to 7 years after the agreement, for execution and potential modification of the agreement as well as for tax purposes.

Portfolio and marketing

We may use a portfolio on our website and social media channels to showcase previous work to potential clients. For this, we process your photos and name only when you have given explicit consent at the start of our agreement. We keep this material until it is no longer representative of our services or until you request its removal.

Invoicing and financial administration

For invoicing, we process your name (or that of your contact person), company name, billing address, Chamber of Commercenumber, VAT number, telephone number, email address, and bank account details. Without this data we cannot process your payment. In line with Dutch tax law, we must retain this data for 7 years.

Complaints

Should you file a complaint, we process your name, email, telephone number, and the content of the complaint to provide the best possible resolution. This data is kept for 1 year after settlement.

Marketing purposes

We have a legitimate interest in using some of your personal data for marketing purposes. We may process your name and social media account for social media marketing. These will be deleted once you indicate you no longer wish to be contacted.

Analytics and cookies

To enable and optimize this website, we use analytics services. We have a legitimate interest in analyzing your browsing behavior and related data in order to improve our services. We use Google Analytics, and retention periods are subject to Google's policies. These services use cookies. Cookies are small pieces of information sent to your browser during a website visit and stored on the device you use. Cookies do not damage your devices. Facebook collects audience statistics via a cookie, which enables us to place targeted advertisements. These cookies are active for two years. The data collected by Facebook is anonymized before being shared with us. We do not use Facebook Pixel.

Reviews

To enable the posting of reviews of our services, we process your feedback and, if desired, your name. Once submitted, this information becomes visible to us. We may publish reviews on our website for commercial purposes. Reviews are deleted once they are no longer representative of our services or upon your request.

Contact forms

When you contact us via the website, we request your name and email address. Once submitted, this information becomes visible to us so we can contact you. Data submitted via contact forms will be deleted once your request has been handled, unless it results in an agreement.

Comments on posts

To allow posting comments under our posts, we process your name, username, location, and content of your message. Once submitted, this information becomes visible. We store this data until you delete your comment or we remove the post.

Market and audience research

Finally, we may process information regarding your habits, lifestyle, interests, residential area, and age for analysis, service improvement, and possible market research. These data will be deleted 1 year after completion of the research.

Article 3 – How do we obtain this data?

We obtain the above data from you directly as a client, contact, or website visitor, because you provided this information to us. In some cases, we may receive your data from one of our clients when you are also present at a photo shoot.

Article 4 – What rights do you have regarding your data?

Under the GDPR, you have several rights regarding the personal data you have allowed us to process:

- Right of access – You may request access to your personal data at any time.
- Right to rectification – You may request corrections, additions, or deletions of your personal data.
- Right to object – You may object to the processing of your personal data.
- Right to data portability – Should you wish to transfer your data to another provider, we will provide your data in a structured, commonly used, machine-readable format.
- Right to withdraw consent – Where we process data based on your explicit consent, you may withdraw that consent at any time. This may, however, affect the services we can provide to you.

To exercise your rights, please send a request, including a copy of your identification document, to info@lauraknipsael.com. We will review your request as quickly as possible. If we cannot comply, we will inform you why your request was denied.

Article 5 – Who receives your data?

We will not share your personal data with third parties unless necessary for business operations or required by law. Your data may be shared with processors for the performance of our agreement. We conclude data processing agreements with these third parties to optimally protect your privacy. We will never sell your data to third parties.

Article 6 – Final provisions

We recommend consulting this privacy policy regularly, as we may update it from time to time. If you have questions about this policy or how we use your data, you can email us at info@lauraknipsael.com.

If you have a complaint about how we handle your data, please let us know. You may also contact the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

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