

## **My Special Photos Privacy Policy**

My Special Photos, having its office address at 31 Burghley Hall Close, London SW19 6TN, London, England, acting under the name My Special Photos ("My Special Photos" or "we"), respects the privacy of the visitors and users of its website [www.myspecialphotos.co.uk](http://www.myspecialphotos.co.uk) ("Website") and its editors such as the photo book creator tools ("Editor(s)"), as well as the privacy of its customers who through our company place an order. This Policy describes which information we collect during the use of our Website and from you as our customer, and how we further use and protect this information.

### **1. Applicability**

This Privacy Policy applies to every Website visit, transaction and every agreement that is concluded through our Website or company. All the information, including your personal data, that we gather about you during your visit and/or use of our Website or Editor(s) will be handled in accordance with this Policy and the purposes as described herein. This Privacy Policy does not apply to any websites of other companies who link to our Website or to those we link to from our Website.

### **2. Data that we collect**

My Special Photos enables you to receive personalised photo products such as photo books and have your order delivered to the address of your choice. We can collect your data within the context of our services in two ways:

#### **Data as provided by you**

My Special Photos collects data that is provided by you such as your email address when you register yourself as a new customer. We furthermore collect your order data such as your name, (delivery and invoice) address, telephone number and payment details (and, in the event the order is delivered to someone else, the name and address of the recipient), together with the files such as the photos that are uploaded by you and/or used in or on our products. Your e-mail address will be used to send you the order confirmation. Also by participating in one of our contests or when you give your opinion, for example by writing a review about a My Special Photos product, personal data is collected. In addition to the creation of an account, we can also collect your e-mail address separately through our Website when you sign up for our newsletter.

#### **Data that we automatically collect from you**

My Special Photos collects data that we receive based on your use of our services, your visit to our Website and possibly the use of other websites which are accessible from our Website. We collect your IP address and the type of browser you use, but also the date and time of your visit or use and in which way you make use of our Website or Editor(s).

### **3. How do we further use your data?**

Your data can be used for the following purposes:

#### *Acceptance, processing and fulfilment of your order*

Your data is used to process, fulfil, produce and deliver your order at the address of your choice. With your data we will also keep you updated about the progress of your order. We pass on your data to other companies who on assignment by us provide certain services. Examples of those companies are: an affiliated company of My Special Photos or a third party that we engage to produce your order; a shipping carrier such as DHL or local postal carrier in order to ship and deliver your order; online payment providers such as WorldPay or PayPal in order to process your (credit card) payment; service providers in order to be able to send out our e-mails or other type of customer communication; marketing analytical companies to analyse our data or remove duplicate data from our database; and the provision of our Customer Service.

#### *Managing your account*

We create your account when you give us your details. In your account we store, inter alia, your name, (delivery and invoice) address, telephone number and your e-mail address. We also store information regarding any previous orders that you placed, so that you are able to faster find your products and review, share or reorder them.

#### *Direct marketing, co-branded offers and sending newsletters*

We can use your data for direct marketing purposes by sending you commercial information or an offer concerning our products and services by way of e-mail, direct mail, telephone (including SMS and push notifications) or any other medium. Such information or offers can also be put together in a 'co-branded' manner when we cooperate with a partner or an affiliated company and in that case will include products or services of this third party.

You can sign up for our mailing list which is used to send information by e-mail. This way you will be kept up to date about special offers and our new or complementary products and services. If you no longer wish to receive our emails, you can always let us know by contacting us.

#### **4. Reviews and comments**

We very much like to hear about your experiences with our Website and of course, our products. For writing a review about the brand, service or a product of My Special Photos we make use of third parties, like TrustPilot. If you wish to write a review about a My Special Photos product, TrustPilot gathers your personal data. To see which personal data is being collected and how they handle that data you can take a look at <http://uk.legal.trustpilot.com/end-user-privacy-terms>.

In the event you give us a review, for example via a third party like TrustPilot, through Social Media or our Customer Service, we can use such a review (or any part thereof) for any purpose, provided that we will not use your review in combination with your name or any other personal data. We shall solely use your review (or any part thereof) together with your name (and other personal data) as provided by you to us, after obtaining your prior and explicit consent.

#### **5. Promotional contests and prize draws**

If you participate in a promotional contest or prize draw, we may ask you for your name, telephone number or email address and, possibly, you will share with us other material like your photos. With this data we can run the promotional contest or prize draw, inform the prize winner(s) that they have won and, after we have received their prior consent, by way of our Website, newsletter and/or Social Media make the names of the prize winner(s) public.

#### **6. Maintenance, statistical analysis and improvement of our services**

We continuously strive to improve our services. We use for this purpose analytical software provided by third parties such as Adobe Analytics (as part of the Omniture services) and Google Analytics. With this analytical software we place cookies to register visitor data in general and to receive reports about how our services are used. In this context we register through the Website, the Editor(s) and the App(s) data like the IP-address of your computer, the data and time of your visit or use, your browser, which products you have viewed, created and which functionalities from the Editor in this respect you applied.

In addition we can use your data in order to ask you to participate in a voluntary customer or market research. Sometimes other companies carry out this research on assignment by us. We shall in that case give such companies your e-mail address or telephone number, who shall, naturally, also comply with this Privacy and Cookie Policy!

#### **7. Fraud**

We use our customer data to investigate, prevent and take action against fraud. In the event we are requested to pass on customer data in order to comply with a legal obligation thereto, for example as a part of a criminal investigation, we shall comply with such a request and transfer the requested data to the respective authority or fraud detection agency.

#### **8. Improvement of our Customer Service**

In order to be able to help you out quickly with any questions, our Customer Service uses your data such as your name and order number. Our Customer Service may take notes during the conversation to register why you contacted us and which solution we provided. Such data in relation to our Customer Service is also stored by us. This is useful if you would contact us another time. If you contact our Customer Service by telephone or e-mail, we may also record and store the conversation itself for quality monitoring and training purposes. This way, you help us with the analysis and improvement of our Customer Service.

My Special Photos works with cooperating partners and service providers to design and produce their products. Please note that cooperating partners and service providers or any other type of sub(processors) that they on their part may engage, can be seated in countries outside the European Union and your data therefore can also be transferred to countries outside the European Union. If there is a transfer to a country that is viewed not to have an adequate level of protection, My Special Photos shall solely transfer the data in the event the recipient agrees to comply with the EU standard contractual clauses for the transfer of personal data as included in the Commission Decision of 5 February 2010 (2010/87/EC) or, if the company is seated in the United States, it applies the EU-U.S. Privacy Shield regime. We furthermore store your data in accordance with the applicable legal retention terms.

## **9. Transfer to third parties**

We only provide your data to a third party as set out above. This shall solely happen for purposes as described in this Policy or in ways that are compatible with these purposes. Our employees and engaged third parties are obliged to respect the confidentiality of your data and to adhere to the content of this Policy. In addition to the foregoing, bonusprint shall solely give your personal data to any third parties if we have received thereto your prior consent, a legal obligation applies, or in the event of a merger, acquisition, reorganisation or similar event.

## **10. The protection of your data**

My Special Photos handles your data, of which personal data can be a part of, very carefully. We have implemented various technical and organisational measures to protect your personal data against loss or unauthorised use.

## **11. Your rights (access, correction and objection)**

Pursuant to the General Data Protection Regulation (GDPR) you can request us to access your personal data. Besides access, you may also request us to correct or complement your data in the event you have noticed any mistakes or you wish to for another reason. The same applies in the event you wish us to remove or shield your personal data in the event your data is incorrect, incomplete or irrelevant, or in any way processed in violation of a legal provision. Such requests for access, correction or objection can be directed to our Customer Service.

## **12. Applicable law and disputes**

This Privacy Policy and your use of our Website, Editor(s) and App(s) shall be governed by and construed in accordance with the laws of the United Kingdom. Any dispute that may arise in relation to this Privacy Policy and our services shall be subject to the sole jurisdiction of the competent courts of the United Kingdom.

## **13. Amendments and questions**

Our Privacy Policy may be amended from time to time. We shall publish each updated version on this page so that you are always up to date regarding the data we collect, how this data is used and protected and the circumstances under which we disclose it.

If you have any questions about your data, our Privacy Policy or its applicability, you can always contact our Customer Service. You can do this by email ([lucy@myspecialphotos.co.uk](mailto:lucy@myspecialphotos.co.uk)) , by telephone 07919 001878 or by letter to the address 31 Burghley Hall Close, London SW19 6TN.

**My Special Photos, May 2018**