



Beverley Thomas BA (Hons), MA

Wedding | Property | Commercial Photography

PRIVACY NOTICE

Last updated: September 2026

1. About This Privacy Notice

Beverley Thomas Photography respects your privacy and is committed to protecting your personal information.

This Privacy Notice explains what personal information we collect, how and why we use it, who we may share it with, how long we keep it and the rights you have under UK data protection law.

For the purposes of UK data protection law, Beverley Thomas trading as Beverley Thomas Photography is the data controller for personal information where we determine how and why that information is used.

2. Who We Are

Beverley Thomas Photography is an independent professional photography business based in Pembrokeshire, Wales, providing wedding, property and commercial photography together with related photographic and creative services.

Contact details are provided at the end of this notice.

3. Personal Information We May Collect

Depending on your relationship with us, we may collect and process information such as:

- your name, postal address, email address and telephone number;
- enquiry, booking and correspondence details;
- wedding, event, property or assignment information needed to provide the requested service;
- names and relevant details of people connected with a booking where necessary;
- quotations, contracts, invoices and payment records;
- photographs and video footage containing identifiable individuals;
- information you choose to provide during planning or communication with us;
- website and technical information, such as information collected through cookies or similar technologies where applicable; and
- records relating to permissions, licences and consent.

Please avoid providing sensitive personal information unless it is genuinely necessary for the photography service. If such information is required, it will be handled in accordance with applicable data protection law.

4. How We Collect Personal Information

We usually receive personal information directly from you when you make an enquiry, request a quotation, make a booking, sign an agreement, communicate with us or take part in a photography assignment.

We may also receive relevant information from another person or organisation involved in an assignment, such as a wedding partner, family member, venue, estate agent, business client or other authorised contact.

Photographs and video may be created by Beverley Thomas Photography while carrying out an agreed assignment.

5. How and Why We Use Your Information

We may use personal information to:

- respond to enquiries and provide quotations;
- take steps at your request before entering into a contract;
- manage and perform photography bookings and other contracted services;
- plan and communicate about assignments;
- create, edit, store and deliver photographs or other agreed work;
- administer invoices, payments and business records;
- provide customer service and deal with questions or complaints;
- protect our business, clients, equipment, website and legal rights;
- comply with legal, tax, accounting and regulatory obligations; and
- promote our photography where we have an appropriate lawful basis to do so, including consent where required.

We do not sell your personal information.

6. Our Lawful Bases

UK data protection law requires us to have a lawful basis for using personal information. Depending on the circumstances, we may rely on:

Contract - where processing is necessary to take steps before entering into a contract or to perform our agreement with you.

Legal obligation - where we need to keep or use information to comply with a legal requirement, including appropriate financial and tax records.

Legitimate interests - where processing is reasonably necessary for the operation, administration, protection or promotion of our photography business and those interests are not overridden by your rights and interests.

Consent - where we have asked you to make a genuine choice about a particular use of your information.

Where we rely on consent, you may withdraw it at any time, although this does not affect processing that was lawful before withdrawal.

7. Photography, Portfolio & Marketing

Photographs can constitute personal data where an individual is identifiable.

The taking and processing of photographs necessary to provide an agreed photography service may be carried out under the lawful basis appropriate to that assignment.

Where photographs are proposed for portfolio, website, social media, exhibition, advertising or other promotional use, the applicable client agreement, model release, consent arrangement or other appropriate lawful basis will determine how those images may be used.

Where we rely on consent for a particular promotional use, consent may be withdrawn for future use.

Withdrawal cannot necessarily reverse publication or other processing that lawfully took place before consent was withdrawn.

We take particular care where photographs include children or other individuals who may require additional privacy consideration.

8. Sharing Personal Information

We may share personal information only where reasonably necessary for our business or to provide the agreed service. This may include trusted providers of website hosting, email, cloud storage, online galleries, professional printing, album production, accounting, payment processing, IT or other business support services.

Information may also be disclosed where required by law, to professional advisers where necessary, or for the establishment, exercise or defence of legal claims.

Service providers acting on our behalf are expected to handle personal information appropriately and only for authorised purposes.

9. International Data Transfers

Some technology, cloud, website or online service providers may process or store information outside the United Kingdom.

Where personal information is transferred internationally, we will take reasonable steps to ensure that an appropriate lawful transfer mechanism or other protection required by UK data protection law is in place.

10. How Long We Keep Information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, including the provision of services, maintenance of appropriate business records, legal or tax requirements, dispute resolution and the protection of legal rights.

Financial and accounting records may be retained for the period required by applicable tax and accounting law.

Client correspondence, agreements and booking records may be retained for an appropriate period after completion of the assignment where reasonably necessary for business administration or legal purposes.

Photographic files may be retained for longer periods as part of professional archives, backup arrangements, copyright records or where continued retention is otherwise lawful and appropriate. Clients remain responsible for maintaining their own copies of delivered photographs unless a separate archival service has been agreed.

When personal information is no longer required, we will take reasonable steps to delete it securely or otherwise remove it from active use.

11. Keeping Your Information Secure

We take reasonable technical and organisational measures to protect personal information against accidental loss, unauthorised access, alteration, disclosure or misuse.

No method of electronic storage or internet transmission can be guaranteed to be completely secure, but we take proportionate steps appropriate to the nature of the information we hold.

12. Your Data Protection Rights

Depending on the circumstances, UK data protection law may give you rights including the right to:

- ask for access to your personal information;
- ask us to correct inaccurate or incomplete information;
- ask for your personal information to be erased in certain circumstances;
- ask us to restrict processing in certain circumstances;
- object to certain processing;
- receive certain information in a portable format where the right applies; and
- withdraw consent at any time where consent is the lawful basis.

These rights are not absolute and may be subject to legal conditions or exemptions.

To exercise a data protection right, please contact us using the details at the end of this notice.

13. Complaints

If you have concerns about how Beverley Thomas Photography handles your personal information, please contact us first so that we have the opportunity to address your concerns.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection regulator. Current contact and complaints information is available from the ICO at www.ico.org.uk.

14. Cookies & Website Information

Our website may use cookies and similar technologies to operate correctly, understand website use or provide other functionality.

Where consent is required for non-essential cookies, visitors will be given an appropriate choice before those cookies are used.

Further information should be provided in our Cookie Policy and through the website's cookie controls where applicable.

15. Automated Decision-Making

Beverley Thomas Photography does not use personal information to make solely automated decisions about clients that produce legal or similarly significant effects.

16. Changes to This Privacy Notice

We may update this Privacy Notice from time to time to reflect changes in our business, website, services or legal obligations.

The current version will be published on our website together with the date it was last updated.

17. Contact

For questions about this Privacy Notice or to exercise your data protection rights, please contact:

Beverley Thomas Photography

16 West Street

Pembroke, Pembrokeshire

SA71 4ET

Email: bev@beverleythomasphotography.co.uk

Telephone: 07970 333016

Website: www.beverleythomasphotography.uk