

Privacy Policy

LIAM BULL PHOTOGRAPHY • LAST UPDATED: JULY 2026

At Liam Bull Photography, we respect your privacy and are committed to protecting your personal data. This privacy policy explains how we collect, use, and safeguard your information when you visit our website, fill out a contact form, or book our professional wedding photography services.

1. Who We Are

Liam Bull Photography is the data controller responsible for your personal data. If you have any questions about this privacy policy or how your data is handled, please use the contact details below:

Website: lbphotography.co.uk
Contact Email: contact@lbphotography.co.uk
Business Owner: Liam Bull

2. The Type of Personal Information We Collect

We currently collect and process the following information when you interact with us:

- **Identity & Contact Data:** Your name, email address, phone number, and billing address.
- **Wedding & Event Logistics:** Dates, venue locations, timelines, guest counts, and specific aesthetic or scheduling details about your wedding day.
- **Photographic Images:** Digital photographs captured during your wedding or photography sessions, which legally constitute personal data.
- **Financial Data:** Details about payments to and from you (note that we do not directly store your credit card numbers; these are securely managed by industry-standard, third-party payment processors).

3. How We Get the Information and Why We Have It

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- You filled out a contact or inquiry form on our website.

- You emailed, messaged, or phoned us directly regarding a photography booking.
- You entered into a formal commercial contract with us to provide wedding photography services.

Lawful Bases for Processing

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

- **Contractual Obligation:** We require your details to fulfill our contract with you (e.g., to arrive at the correct wedding venue, deliver your final image galleries, and process invoices).
- **Legitimate Interests:** We process your data to respond to inquiries, manage our business effectively, and showcase our professional portfolio (using images from your day on our website or portfolio channels, where agreed upon).
- **Consent:** Where you have explicitly opted in to receive marketing updates or specific promotional communications. You can remove your consent at any time by contacting us directly.

4. How We Store Your Information

Your information is securely stored digitally using password-protected, encrypted systems. This includes secure studio management systems, cloud-based email servers, and redundant encrypted hard drives for backup image storage.

Data Retention Timelines

- **Inquiries:** If you inquire but do not proceed with a booking, we retain your contact details for up to **12 months** before safely permanently deleting them.
- **Clients:** If you book our services, we retain your contract details, written correspondence, and financial transactions for **7 years** to comply with UK tax and accounting regulations.
- **Photographs:** We archive client wedding images for a minimum of **2 years** (or as explicitly specified in your individual photography contract) to ensure we can provide replacement digital files if you lose yours.

5. Sharing Your Data

We never sell your personal data to third parties. We only share necessary information with trusted third-party services essential to running our business operations, including:

- **Online Gallery Platforms:** To securely host, showcase, and deliver your high-resolution digital images (e.g., Pic-Time, Pixieset).
- **Studio Management & Accounting Tools:** To manage secure client contracts, calendars, scheduling, and invoicing.
- **Sub-contractors / Second Shooters:** Only vital logistical details (such as the wedding timeline and venue location) are shared with professional second photographers working directly under our strict instruction.

6. Your Data Protection Rights

Under data protection law, you hold several key rights regarding your data, including:

- **Your right of access:** You have the right to ask us for copies of your personal information.
- **Your right to rectification:** You have the right to ask us to rectify information you think is inaccurate or incomplete.
- **Your right to erasure:** You have the right to ask us to erase your personal information in certain specific circumstances.
- **Your right to restriction of processing:** You have the right to ask us to restrict the processing of your information in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a formal request, we have one month to respond to you directly.

7. How to Complain

If you have any concerns about our use of your personal information, you can make a complaint directly to us at **contact@lbphotography.co.uk**.

You can also lodge a formal complaint with the Information Commissioner's Office (ICO) if you remain unhappy with how your data has been managed:

Information Commissioner's Office

Website: <https://www.ico.org.uk>

Helpline: 0303 123 1113