

Privacy Policy (Europe)

LIAM BULL PHOTOGRAPHY • EU GDPR COMPLIANT • LAST UPDATED: JULY 2026

This privacy policy governs the processing of personal data by Liam Bull Photography (operating via **lbphotography.co.uk**) for clients, website visitors, and inquiries originating within the European Union (EU) and the European Economic Area (EEA). We are dedicated to transparent, secure data management in full compliance with the EU General Data Protection Regulation (GDPR).

1. Data Controller

Liam Bull Photography acts as the legal data controller for your personal information. If you have any inquiries regarding this policy, cross-border data movements, or wish to invoke your legal data rights, please contact us directly:

Website: lbphotography.co.uk
Contact Email: liambullphotos@icloud.com
Business Owner: Liam Bull

2. Types of Personal Data We Process

We process only the minimum necessary data required to fulfill our obligations, manage inquiries, and deliver professional wedding photography services:

- **Identity & Contact Details:** Full name, email address, telephone number, and residential/billing address.
- **Event Logistics & Settings:** Wedding dates, European venue locations, coordinates, schedules, local vendor contacts, and guest parameters.
- **Visual Media (Personal Data):** High-resolution digital photographic imagery captured during destination assignments, containing identifiable individuals.
- **Financial Records:** Transaction reference numbers, invoices, and historical payment tracking (all direct processing of financial cards is handled strictly via secure, PCI-compliant third-party merchant partners).

3. Purposes and Lawful Grounds for Processing

Pursuant to Article 6 of the EU GDPR, we process personal information under the following defined legal bases:

- **Performance of a Contract (Art. 6(1)(b)):** To execute professional destination photography contracts, manage international travel logistics, and deliver final galleries.
- **Legitimate Interests (Art. 6(1)(f)):** To manage client communication, optimize site functionality, protect our website against malicious actions, and exhibit creative photography portfolios where standard privacy balances are met.
- **Explicit Consent (Art. 6(1)(a)):** For instances where you choose to receive promotional notifications or allow specific public display of destination visual media outside contract terms. Consent can be freely withdrawn at any time.

4. Cross-Border Data Transfers

Because Liam Bull Photography is based outside the EU/EEA (operating out of the United Kingdom), personal data collected from EU residents will be transferred to, and held within, the UK.

Safety Guarantees: Data transfers between the EU and the United Kingdom are legally protected and fully authorized under the European Commission's formal **Adequacy Decision** for the UK. This ensures your information receives an identical level of protection to that mandated within the EU.

5. Data Security and Retention

Your details are stored securely using encrypted cloud services, professional studio portals, and physical redundant backup systems equipped with modern firewall protections.

- **Unfulfilled Inquiries:** Securely purged after **12 months** from the initial point of contact.
- **Contracted Clients:** Retained for **7 years** following contract termination to satisfy international tax laws, business accounting, and cross-border commercial rules.
- **Visual Archive:** Master image files are cataloged for a minimum of **2 years** to protect against catastrophic data loss by the client.

6. Your Rights Under EU GDPR

As an EU/EEA resident, you possess comprehensive data protection rights under Chapters 3 of the EU GDPR:

- **Right of Access (Art. 15):** Request clear copies of the personal data we hold on you.
- **Right to Rectification (Art. 16):** Mandate corrections to any inaccurate or incomplete details.
- **Right to Erasure / 'To Be Forgotten' (Art. 17):** Request the total deletion of data when it is no longer strictly required for legal or contractual execution.

- **Right to Restriction (Art. 18) & Objection (Art. 21):** Halt or limit processing parameters under specific conditions.
- **Right to Data Portability (Art. 20):** Request your data be transferred directly to another controller in a clean, machine-readable format.

| 7. Regulatory Recourse and Complaints

For any direct privacy inquiries or to assert your rights, please contact us at liambullphotos@icloud.com. We aim to address all requests within a standard 30-day window.

If you believe our processing violates EU data rules, you possess the legal right to file an official complaint with your local ****National Data Protection Authority (DPA)**** within your respective EU Member State (such as CNIL in France, DPC in Ireland, AEPD in Spain, etc.).