

IAIN YARWOOD MEDIA

Privacy & Data Protection Policy

www.iainyarwood.com

Last updated: April 2026

1. Who We Are

Iain Yarwood Media is a sole trader business operated by Iain Yarwood, based at 12 Briarswood, Wrexham, LL11 4PX. We trade as Iain Yarwood Photography and Film to provide professional wedding photography, videography and drone services to clients primarily across North Wales, North West England, Merseyside, Cheshire and Shropshire.

For the purposes of UK data protection law, Iain Yarwood is the Data Controller. If you have any questions about how your personal data is handled, you can contact us at:

Email: info@iainyarwood.com

Website: www.iainyarwood.com

2. What Personal Data We Collect

When you enquire about or book our services, we may collect the following personal information:

- Your name and your partner's name
- Your home address
- Email address and telephone number
- Your wedding date and venue details
- Any preferences, requirements or special circumstances you share with us (for example, accessibility needs or requests relating to sensitive family situations)
- Photographs and video footage captured on your wedding day, which may include images of you, your partner, family members and guests
- Financial information limited to payment confirmation (we do not store card details)

3. How We Collect Your Data

We collect your personal data in the following ways:

- Directly from you via enquiry forms, email, telephone or face-to-face conversations
- Through wedding fairs or events where you provide your contact details
- Via our contract and booking process
- Through pre-wedding questionnaires, we send to you in the lead-up to your wedding day

4. Why We Use Your Personal Data

We use your personal data for the following purposes:

To deliver our services (contractual necessity)

- To communicate with you throughout the planning process
- To capture and deliver your wedding photography and/or videography
- To design and produce your wedding album where applicable
- To provide you with access to your online gallery

To fulfil legal obligations

- To maintain accurate financial records for tax and accounting purposes (including Making Tax Digital compliance)
- To comply with Civil Aviation Authority (CAA) requirements in relation to drone operations

Legitimate interests

- To promote our business using wedding images and video on our website, social media and marketing materials — but only where you have not opted out (see Section 8)
- To follow up with enquiries and leads from wedding fairs
- To improve our services based on client feedback

5. Third-Party Services We Use

In delivering our services, we use the following third-party platforms which may store or process your personal data on our behalf. Each operates under its own data protection policy and is subject to GDPR-equivalent standards.

Online Gallery Platform

We use an online gallery service at www.iainyarwood.com to host your finished photographs and videos. We use www.wetransfer.com to deliver your gallery download links. Your name and email address are shared with this platform solely for the purpose of giving you access to your gallery. Please refer to that provider's privacy policy for full details of how they handle your data.

Cloud Storage

Your wedding files are backed up and stored securely using cloud storage services at www.backblaze.com. These services are used solely for internal storage and backup purposes. Your files are not accessible to third parties through these platforms.

We do not sell, rent or share your personal data with any other third parties for marketing or commercial purposes.

6. How Long We Keep Your Data

We retain your personal data for the following periods:

- Wedding photographs and video files: retained for 2 years from the date of your gallery delivery, after which they are permanently deleted from our systems
- Contract and correspondence records: retained for 6 years from the date of your wedding in line with standard UK business record-keeping requirements
- Financial records: retained for 6 years as required by HMRC

After the applicable retention period, your data is securely and permanently deleted.

7. How We Protect Your Data

We take reasonable technical and organisational steps to protect your personal data from unauthorised access, loss or disclosure. These include:

- Password-protected devices and cloud storage accounts
- Secure, encrypted file transfer when delivering your gallery
- Limiting access to your data to Iain Yarwood only — we do not use third-party editors or sub-contractors who would handle your personal files

8. Use of Your Images for Marketing Purposes

As noted in our contract, we may wish to use photographs and video footage from your wedding to promote our business. This includes use on our website gallery, social media accounts (such as Instagram and Facebook), blog posts and any printed marketing materials.

We rely on legitimate interests as our lawful basis for this use, balanced against your reasonable expectations when hiring a professional photographer/videographer.

You have the right to opt out of your images being used for marketing purposes at any time. To do so, simply notify us in writing (email is acceptable) at any point before or after your wedding. We will remove any existing published images upon request within a reasonable timeframe.

We will never use images in a way that could be considered intrusive, embarrassing or contrary to your wishes.

9. Your Rights Under UK GDPR

Under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, you have the following rights regarding your personal data:

- Right of access — you can request a copy of the personal data we hold about you
- Right to rectification — you can ask us to correct any inaccurate or incomplete data
- Right to erasure — you can ask us to delete your data, subject to any legal obligations that require us to retain it
- Right to restrict processing — you can ask us to limit how we use your data in certain circumstances
- Right to object — you can object to us processing your data for marketing or legitimate interest purposes
- Right to data portability — you can request your data in a commonly used, machine-readable format

To exercise any of these rights, please contact us in writing at the details provided in Section 1. We will respond within one calendar month of receiving your request.

10. Cookies and Our Website

Our website at www.iainyarwood.com may use cookies to improve your browsing experience and to understand how visitors interact with the site. Please refer to the cookie notice on our website for further details.

11. Complaints

If you have any concerns about how we handle your personal data and you are not satisfied with our response, you have the right to lodge a complaint with the UK's data protection supervisory authority:

Information Commissioner's Office (ICO)

Website: www.ico.org.uk

Helpline: 0303 123 1113

12. Changes to This Policy

We may update this Privacy Policy from time to time. The most current version will always be available on our website at www.iainyarwood.com. We will notify existing clients of any significant changes where reasonably practicable.