

# Privacy Policy

*Last updated: 07.08.25*

Empowered Boudoir Photography ("we", "us", or "our") respects your privacy and is committed to protecting your personal data. This policy outlines how we collect, use, store, and protect your information, in compliance with UK GDPR and relevant UK legislation.

## 1. Who We Are

Empowered Boudoir Photography is operated by:

**Laura Clappison** – Photographer

**Jade Robinson** – Hair & Makeup Artist

Email: [info@empoweredboudoirphotography.co.uk](mailto:info@empoweredboudoirphotography.co.uk)

Website: [www.empoweredboudoirphotography.co.uk](http://www.empoweredboudoirphotography.co.uk)

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## 2. What Information We Collect

We may collect and process the following information:

- Full name
  - Email address
  - Phone number
  - Home address (if provided)
  - Date of shoot and booking preferences
  - Consent and model release agreements
  - Images and video captured during your session
  - Communication and feedback from you
  - Website usage data via cookies and analytics tools (e.g., Meta Pixel, Google Analytics)
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## 3. How We Collect Your Data

We collect data through:

- Website forms (via Wix and Studio Ninja)
  - Direct communication (email, social media, etc.)
  - Booking platforms (e.g., Studio Ninja, Jotform, Wix Forms)
  - Cookies and tracking technologies (via Usercentrics, Google Analytics, Meta Pixel)
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## 4. Why We Collect Your Data

We use your data for the following purposes:

- To respond to enquiries and deliver our services
  - To contact you regarding bookings
  - To send service-related updates or appointment confirmations
  - To administer consent and model release documentation
  - To securely store and edit your images
  - For internal record keeping and tax/legal compliance
  - For marketing purposes (only if you've opted in)
  - To analyse website traffic and improve performance
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## 5. Storing & Securing Your Data

We store your data securely using GDPR-compliant platforms including:

- Studio Ninja (CRM)
- Jotform (forms and consents)
- Wix (website and contact forms)
- Google Workspace (email and drive)
- Encrypted external hard drives (for image storage and backups)

Access is strictly limited to the studio team (Laura Clappison & Jade Robinson), and we use strong passwords and two-factor authentication where available.

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## 6. Sharing Your Data

We do **not** sell or rent your personal data.

We may share your data with:

- Professional software platforms we use to run our business (e.g., Studio Ninja, Jotform, Google)
- Legal authorities, if required by law
- Print labs or product suppliers, only where needed to fulfil your order

All third-party services are selected for their GDPR compliance.

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## 7. Use of Images and Consent

Images are only used publicly if explicit permission is given through a [signed model release form](#). You may withdraw your consent for image use at any time by emailing:

✉ [info@empoweredboudoirphotography.co.uk](mailto:info@empoweredboudoirphotography.co.uk)

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## 8. Your Rights Under GDPR

You have the right to:

- Access any data we hold about you
- Correct inaccurate data
- Request deletion of your personal data
- Withdraw previously given consent (e.g., for image use or marketing)
- File a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, please email:

 [info@empoweredboudoirphotography.co.uk](mailto:info@empoweredboudoirphotography.co.uk)

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## 9. Cookies

We use cookies to enhance your browsing experience and collect anonymous website analytics.

Consent is managed via **Usercentrics**. You can adjust your cookie preferences anytime using the banner on our website.

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## 10. Contact Us

For any data-related concerns or requests, please contact:

 [info@empoweredboudoirphotography.co.uk](mailto:info@empoweredboudoirphotography.co.uk)