



## *Signature Memories* – Privacy Policy

**Effective Date:** 12<sup>th</sup> July 2025

**Last Updated:** 3<sup>rd</sup> August 2025

At *Signature Memories*, we are committed to protecting your privacy and handling your personal data with care, integrity, and transparency. This Privacy Policy outlines how we collect, use, store, and protect your information in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

### 1. What Information We Collect

We may collect and process the following types of personal data:

- **Contact Information:** Name, email address, phone number, business name (if applicable)
- **Event Details:** Event type, date, location, preferences, and feedback
- **Media Content:** Photographs, video footage, and testimonials
- **Marketing Preferences:** Consent for promotional use of media and event details
- **Technical Data:** Website usage statistics (via cookies – see Section 6)

### 2. How We Use Your Information

We use your data to:

- Plan and deliver tailored event experiences
- Communicate with you regarding your event
- Showcase our work through portfolios, case studies, and promotional materials (with consent)
- Improve our services through internal evaluation and training
- Comply with legal and regulatory obligations

### 3. Legal Basis for Processing

We process your data under the following lawful bases:

- **Consent:** For photography, videography, and promotional use
- **Contractual Obligation:** To fulfil event planning services
- **Legitimate Interest:** For service improvement and business development
- **Legal Compliance:** Where required by law

### 4. Data Storage & Retention

Your data is securely stored using encrypted systems and access controls. We retain personal data for up to **5 years** unless:

- You request deletion
- Legal obligations require longer retention
- Consent is withdrawn

### 5. Sharing Your Data

We do **not** sell or share your data with third parties for marketing purposes. We may share data with trusted service providers (e.g., photographers, venues) only when necessary and with appropriate safeguards.

## 6. Cookies & Website Analytics

Our website may use cookies to enhance user experience and collect anonymous usage data. You can manage cookie preferences through your browser settings.

## 7. Your Rights

You have the right to:

- Access your personal data
- Request corrections
- Withdraw consent at any time
- Request deletion of your data
- Lodge a complaint with the **Information Commissioner's Office (ICO)**

To exercise your rights, contact us at:


 [info@signature-memories.co.uk](mailto:info@signature-memories.co.uk)

## 8. Contact Us

If you have any questions or concerns about this policy or your data, please reach out:

**Signature Memories**

 [info@signature-memories.co.uk](mailto:info@signature-memories.co.uk)

 07726328468