

## PRIVACY POLICY – KLG STUDIOS

Last updated: 22 March 2026

This Privacy Policy explains how KLG Studios (“we”, “us”, “our”) collects, uses, and protects your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### 1. DATA CONTROLLER

KLG Studios

6 Farm Lane, Hyde, SK14 5DG

Email: admin@klgstudios.co.uk

### 2. DATA WE COLLECT

We may collect and process:

- Contact data (name, email, phone number)
- Booking and event details
- Photos and videos captured during services
- Technical data (IP address, browser type, device)
- Website usage data

### 3. HOW WE COLLECT DATA

We collect data via:

- Website forms (Wix)
- Direct communication (email, phone, social media)
- Photo booth and image sharing systems (DSLR Booth / FotoShare)
- Website tracking technologies (cookies, analytics)

### 4. LAWFUL BASIS FOR PROCESSING

We rely on the following:

- Contract: to deliver agreed services
- Legitimate Interests: to respond to enquiries and improve services
- Consent: where required (e.g. marketing, cookies)

### 5. MEDIA USAGE

As part of our contractual agreement, clients grant KLG Studios the right to use images and video for portfolio, website, and promotional purposes. This usage is carried out in accordance with agreed contractual terms and applicable data protection laws.

## 6. DATA RETENTION

- Enquiries: up to 12 months
- Client records: up to 6 years (legal/tax obligations)
- Images and videos: retained for 6 months

## 7. THIRD-PARTY PROCESSORS

We use:

- Wix (website hosting)
- Google Analytics (analytics)
- Studio Ninja (CRM)
- Google Drive (storage)
- DSLR Booth / FotoShare (image sharing)

These providers may process data outside the UK. Where this occurs, appropriate safeguards such as Standard Contractual Clauses and adequacy regulations are used.

## 8. COOKIES

Our website uses cookies, including analytics cookies via Google Analytics.

On your first visit, you will be presented with a cookie consent banner allowing you to accept or reject non-essential cookies. You can also manage cookies via your browser settings.

## 9. YOUR RIGHTS

You have the right to:

- Access your data
- Correct inaccurate data
- Request deletion
- Restrict or object to processing
- Data portability
- Withdraw consent at any time

To exercise your rights, contact: [admin@klgstudios.co.uk](mailto:admin@klgstudios.co.uk)

## 10. COMPLAINTS

You have the right to lodge a complaint with the Information Commissioner's Office (ICO):

<https://ico.org.uk>

## 11. DATA SECURITY

We implement appropriate technical and organisational measures to protect your data against unauthorised access, loss, or misuse.

## 12. EXTERNAL LINKS

We are not responsible for the privacy practices of external websites linked from our site.

## 13. CHANGES TO THIS POLICY

We may update this policy from time to time. Updates will be posted with a revised date.

## 14. CONTACT

Email: [admin@klgstudios.co.uk](mailto:admin@klgstudios.co.uk)