



ATD Photography Privacy Notice

Last updated 1 October 2026

This notice explains how ATD Photography uses information about clients, wedding partners, guests and people photographed, from initial enquiry to image delivery and optional publicity.

1 Who is responsible for your information

James Tonge, a sole trader trading as ATD Photography, is the data controller. This means we decide why and how personal information is used.

Business address	The Holt, Sparrowhawk Way, Apley, Telford, Shropshire, TF1 6NH.
Email	james@atd-photography.com
Telephone	07790 032684 / 01952 936039

2 Information we collect and where it comes from

We collect names, contact details, booking and wedding information, correspondence, signed agreements, invoices, payment records, image selections and image-use preferences. We also create photographs, which may identify clients, partners, guests and children. Optional social-media handles are collected only if supplied.

Information comes from you, the booking organiser and photographing the event. Group-shot lists may contain guests' names. Please share only necessary information and make this notice available to anyone whose details you provide.

We need contact and booking information to answer enquiries and fulfil bookings. Image-use consent and social-media handles are optional; declining them does not affect your service.

3 Why we use information and our lawful bases

Purpose	Lawful basis
Responding to your booking enquiry; arranging and delivering your contracted photography, gallery and products.	Contract, including steps you ask us to take before entering a contract.

Purpose	Lawful basis
Photographing guests and a non-contracting partner; editing, delivering and securely storing event images.	Legitimate interests in delivering wedding photography, balanced against people's privacy and reasonable expectations.
Maintaining tax and accounting records; meeting applicable legal duties.	Legal obligation.
Managing queries, complaints, security and legal claims; keeping necessary business records.	Legitimate interests in protecting the business and resolving disputes; legal obligation where applicable.
Public portfolio and promotional use of identifiable photographs within the permission given.	Consent, recorded separately from the photography contract.

4 Who we share information with

We share only the information reasonably needed to deliver the service, administer the business or meet legal requirements. Our service providers include:

Provider	Purpose and information involved
Jotform	Booking forms, contracts, signatures, client details and recorded permissions.
[ONLINE GALLERY PROVIDER NAME]	Hosting and delivering photographs, gallery access and relevant client or account details.
Dropbox	Cloud storage or transfer of relevant booking information and photographs.
[ALBUM SUPPLIER NAME]	Producing ordered albums and other products using selected photographs and necessary order or delivery details.
Xero	Invoices, payment records and necessary client and accounting information.
Other necessary providers	Relevant email or IT providers, professional advisers and insurers; an agreed replacement photographer where needed to fulfil a booking.

Providers acting on our behalf must handle information under appropriate contractual and security arrangements. Some organisations, such as professional advisers or social-media platforms, may also act as independent controllers for their own purposes. We may disclose information to authorities where required by law, or where lawfully necessary to establish, exercise or defend legal claims.

Images are delivered to the booking client and anyone to whom they grant gallery access. Clients may download and share photographs for personal use. We cannot control all subsequent sharing by others. Suppliers wishing to use identifiable photographs for their own promotion need appropriate permission or another lawful basis; a client booking does not itself authorise that use.

5 Security

We take reasonable organisational and technical measures to protect information against unauthorised access, loss and misuse. Photographs are backed up to hard drives after the wedding, with backup camera equipment and memory cards used during coverage. We use a secure online gallery. Please keep gallery passwords and links private and tell us promptly about any suspected unauthorised access. No storage or transmission method can remove every risk.

6 How long we keep information

We keep information only for as long as needed for the stated purpose, taking account of service delivery, legal record requirements and the handling of disputes. Information may be kept longer where a specific legal obligation or unresolved claim requires it. When no longer needed, it is securely deleted or anonymised, including through the normal backup deletion cycle.

Record	Retention period or criterion
Online gallery	Available for 14 months from delivery, then archived.
Edited photographs and archived galleries	Archive retrieval depends on files still being retained; it is not a promise of permanent storage.
RAW files and working files	These files are not supplied to clients.
Contracts, booking correspondence and complaints	2 weeks after completion or cancellation, allowing for applicable claim periods.
Invoices and accounting records	For the applicable statutory tax and accounting retention period (5 years).
Promotional images and permission records	While the agreed use remains relevant and consent remains in place, with periodic review. A limited record of permission or withdrawal may be retained where necessary to demonstrate compliance.

7 Publicity permission and withdrawing consent

The optional image-use checkbox on our booking form records the permission it describes. Signing the photography contract, leaving a box unticked or supplying a social-media handle does not give promotional permission. You can refuse or withdraw consent without any effect on your photography service or price by contacting us using the details in section 1.

Withdrawal stops future use relying on consent and we will remove relevant images from channels we control without undue delay. It does not make earlier lawful use unlawful. We cannot guarantee removal of copies independently shared by others or recall printed material already distributed. A client cannot give blanket consent for their partner, guests or children; we obtain any further permissions needed.

8 Guests children and sensitive information

Please tell us about privacy restrictions or safeguarding concerns before the event, or contact us afterwards. We balance our interests in documenting the wedding with guests' rights and reasonable expectations, and take particular care with children. For promotional use requiring consent, appropriate permission must come from the individual or, where appropriate for a child, a person with parental responsibility, taking account of the child's understanding and wishes.

Please avoid sending unnecessary sensitive information. If we need to process special category information, such as health details for an adjustment, we will explain the purpose and identify an additional lawful condition, such as explicit consent where appropriate, before doing so.

9 Your data protection rights

Depending on the circumstances and the lawful basis used, you may have the right to:

- Ask for access to your personal information and a copy of it.
- Ask us to correct inaccurate or incomplete information.
- Ask for information to be erased or its use restricted where the law allows.
- Receive certain information in a portable format where the legal conditions apply.
- Object to processing based on legitimate interests, including photographing or retaining your identifiable image.
- Withdraw consent at any time where we rely on it. If information is used for direct marketing, you can object to that use at any time.

These rights are not absolute in every circumstance. For example, we may need to keep certain accounting records or information necessary for legal claims. We will explain any lawful reason for declining a request. We may need proportionate information to verify your identity or identify the relevant photographs, and must respect other people's rights when providing copies.

Contact us using the details in section 1 to exercise your rights. Requests are normally free of charge. We will respond within applicable legal timescales, normally one month, and explain any lawful extension or pause that applies.

10 Automated decisions and website information

ATD Photography does not use personal information to make decisions with legal or similarly significant effects solely by automated processing, including profiling.

This notice covers photography enquiries, bookings and services. If our website or forms use cookies, analytics or similar technologies, separate information about the actual technologies and any required choices will be provided at the point of use. Permission to use photographs is separate from permission to send promotional emails or messages.

11 Complaints and updates

If you are concerned about our handling of your information, please contact us so we can investigate. You also have the right to complain to the Information Commissioner's Office, the UK data protection regulator, without first having to complete our complaints process.

ICO website: <https://ico.org.uk/make-a-complaint/>

ICO helpline: 0303 123 1113

We may update this notice to reflect changes in our services, providers or legal requirements. The date at the beginning shows when it was last updated. We will make the current notice available with our booking paperwork and explain material changes where appropriate.

[uk-gdpr-guidance-and-resources/international-transfers/](#)