



Privacy and Data

Retention Policy

Effective Date: April 2026

5 Star School Photography is committed to protecting your privacy and handling your personal information securely, lawfully, and transparently in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Data Controller

5 Star School Photography Ltd is the data controller for the personal data we collect. If you have any questions or wish to exercise your data protection rights, please contact:

Email: office@5starphotography.co.uk

Phone: 01623 57 58 35

Address: 77 High Pavement House, High Pavement NG17 1BT

2. Information We Collect

We collect and process the following types of personal information:

Type of Information	Source / Context
IP address, browser, and device information	Collected on our server
IP address, browser, and device information	Collected as part of the order process
Name, address, phone number, and email address	Provided during the ordering process
Name and class of your child	Provided voluntarily to assist in photo delivery through the school

3. Lawful Basis for Processing

We process your personal data under the following lawful bases as defined by the UK GDPR:

Purpose of Processing	Lawful Basis
Processing your order, communicating with you, and delivering photos	Performance of a contract
Retaining order information for record-keeping and fraud prevention	Legitimate interests
Providing customer support and responding to enquiries	Legitimate interests / Contract
Storing server logs to maintain website security	Legitimate interests

4. Data Retention

We retain your personal data for the following periods:

Type	Retention Period	Purpose / Notes
IP, browser & device info (server)	2 months	Troubleshooting and fraud prevention
IP, browser & device info (order process)	5 years	Troubleshooting and fraud prevention
Name, address, phone, email	5 years	Order processing and fulfilment
Child's name & class	5 years	Ensure correct school photo delivery (optional)



4.1 Data disposal

Disposal Process

At the end of the applicable retention period:

- All digital records, including photographs and associated personal data, are **permanently deleted** from our systems.
- Deletion is carried out using secure methods to ensure data cannot be recovered.
- Any backups containing personal data are automatically overwritten in line with our backup retention cycle.
- Where physical media (if applicable) contains personal data, it is securely destroyed (e.g., shredding).

System Controls

- Automated or scheduled reviews are conducted to identify data that has reached its retention limit.
- Access to deletion processes is restricted to authorised personnel only.
- Audit logs may be maintained to confirm deletion activity where appropriate.

Exceptions

In certain circumstances, data may be retained beyond the standard retention period where required:

- To comply with legal obligations
- To resolve disputes or enforce agreements
- For ongoing investigations or fraud prevention

In such cases, data will be securely stored and access strictly limited until it is no longer required.

5. How We Store and Protect Your Information

Your data is stored on secure servers located within the UK or EEA. Access is limited to authorised staff and trusted third parties who assist in IT, payment, or financial operations. All third parties comply with strict confidentiality and data protection standards.

6. Sharing of Information

We do not sell, rent, or share your data for marketing. We may share information with service providers or legal authorities when necessary to fulfil orders, ensure security, or comply with legal obligations.

7. Cookie Notice

Our website uses cookies to enhance your experience. Cookies are small files stored on your device to help our website function properly and remember your preferences. We use both essential cookies (for website functionality) and optional cookies (such as Google Analytics). You can control cookie preferences through your browser settings or by using our cookie consent banner. By continuing to use our website, you consent



to our use of cookies as

described in this policy.

8. Payment

The most convenient way for you to pay for photographs from our site is by secure on-line credit card payment. To make this possible this site contains a link to one other site. Please refer the GotPhoto data privacy policy: [Privacy Policy UK - GotPhoto UK](#)

9. Your Data Protection Rights

Under UK GDPR, you have the right to access, correct, delete, restrict, or object to processing of your data, and to withdraw consent at any time. To exercise these rights, contact us at office@5starphotography.co.uk. If unsatisfied, you can complain to the Information Commissioner's Office (ICO): <https://www.ico.org.uk/>

10. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on our website with an updated effective date.

11. Contact Us

5 Star School Photography Ltd
High Pavement House
70-78 High Pavement
Sutton-in-Ashfield
Nottinghamshire
NG17 1BT
office@5starphotography.co.uk
01623 575835