SHOT BY EMMA LEE

PRIVACY POLICY

1. About this policy

Shot by Emma Lee ("we", "us" or "our") is a photography business based in the Riverina, New South Wales, Australia. This Privacy Policy explains how we collect, use, store and disclose personal information when you visit our website, make an enquiry, book a photography session, participate in a shoot, collaborate with us or receive photographs. It applies to our From Home, Out Here and Business / Brand services. We aim to handle personal information responsibly and in line with applicable Australian privacy law. Whether the Privacy Act 1988 (Cth) and Australian Privacy Principles apply to our business depends on the circumstances, including applicable exemptions and business turnover; we nevertheless use the practices described here as our standard.

2. Information we may collect

We may collect your name, contact details, preferred contact method, business name, billing information, enquiry and booking history, session preferences, addresses and location details, availability, photographs and video, correspondence, feedback and consent choices. For planning and styling, we may ask for ages, heights, clothing and shoe sizes, and other details relevant to your requested shoot. We may ask about weight only where relevant to garment fit or styling and you choose to provide it. We may collect information about accessibility, mobility or other needs where you voluntarily share it to help us plan a safe and suitable session. For commercial projects, we may also collect brand information, creative briefs, staff/model details, product information and authorised usage requirements. Website visits may produce technical data such as IP address, device/browser information and cookie data, depending on the services enabled on our website.

3. Photographs and children information

Photographs may identify you or other people and are treated with care. Where children are involved, we request information and consent from a parent or authorised guardian as appropriate. We use children's information to arrange and deliver the requested service, and do not knowingly request more than is reasonably needed. A booking or participation consent does not automatically mean we have permission to publish a child's identifiable photograph. Public sharing is governed by the relevant portfolio/publication consent and any additional rights or permissions required.

4. How we collect information

We collect information directly from you through our website, enquiry forms, questionnaires, booking documents, email, telephone, social media messages, invoices, consent forms and during sessions. Sometimes a person booking on behalf of a family, business or group supplies information about participants. We ask that they have authority to provide it and inform the participants where appropriate. We may receive limited information from collaborators, venue contacts or service providers to organise a session.

5. Why we use information

We use information to respond to enquiries; assess project suitability; provide quotes; manage bookings, payments and scheduling; develop creative concepts and styling; identify and communicate with participants; arrange locations,

permissions and safety considerations; capture, select, edit and deliver images; administer galleries; handle feedback, disputes and legal obligations; and maintain business records. We may use contact details for service-related communications. We do not add you to promotional mailing lists without an appropriate basis or permission, and you may opt out of marketing communications.

6. Consent and publication of photographs

Photographs supplied to you for private or licensed commercial use are not automatically approved for our advertising. We may request separate permission to use selected images in our portfolio, website, social media, printed promotional materials or submissions. You may decline optional promotional use without losing access to the photography service. Any publication consent should identify the scope of permitted use and any relevant conditions. You may contact us to withdraw future promotional consent; we will consider and action requests where reasonably practicable, but cannot always recall printed materials or content already shared or copied by others. Commercial clients must also ensure that any people, premises, products or trademarks they authorise us to photograph are appropriately cleared for the intended uses.

7. Sensitive or optional styling details

Details such as weight, accessibility requirements, health-related considerations or personal family circumstances may be sensitive. We request these only when relevant and explain their purpose. Unless essential for safety or service delivery, you may choose not to provide them and discuss alternatives with us. We do not use such information to make unrelated judgments or for advertising targeting.

8. Payments and financial records

We may collect billing names, addresses, invoice details, payment status and transaction references. Payments may be processed through third-party payment or banking providers. We do not intentionally store full card numbers or card security codes. Financial records may be retained as required by Australian taxation and recordkeeping laws.

9. Service providers and disclosures

We may share the minimum information reasonably necessary with providers who help operate our business, such as website hosting, email, cloud storage, online galleries, editing or workflow software, payment processors, accountants and professional advisers. Where needed for a shoot, we may share relevant logistical details with venues, stylists or other approved collaborators. We may disclose information where required or authorised by law, to protect safety or legal rights, or with your permission. We do not sell client personal information.

10. Overseas storage and transfers

Some website, email, gallery, cloud or payment providers may store or process data outside Australia. The locations depend on the providers and their settings. Before publishing this policy, we should identify the providers we actually use and, where practicable, the countries involved. We take reasonable steps to select reputable services and use appropriate access controls. If you would like to know which services may handle your information overseas, contact us.

11. Website cookies and analytics

Our website may use essential cookies and, if enabled, analytics or embedded third-party tools. These may collect usage and device information. You can generally manage cookies through your browser settings; disabling some

cookies may affect website functionality. Any cookie banner or preferences tool on our website should accurately reflect the tracking technologies actually in use.

12. Storage, security and retention

We take reasonable steps to protect personal information from misuse, loss, unauthorised access, modification and disclosure. Measures may include password-protected accounts, restricted access, secure service providers and routine account maintenance. No online system is completely risk-free. We retain information only as long as reasonably necessary for client services, agreed gallery access, business administration, tax and legal obligations, dispute handling and legitimate portfolio uses. Different records have different retention periods; please contact us about a particular record or gallery. When information is no longer needed, we aim to securely delete or de-identify it where lawful and practicable.

13. Online galleries and image downloads

Client galleries may be hosted by a third-party platform and protected by access links, passwords or other available controls. Anyone who receives an active gallery link or password may be able to view or download content according to the gallery settings. Please share access details thoughtfully. Downloaded files are outside our direct control once supplied. Gallery availability and delivery periods are set out in your booking documents or gallery delivery guide.

14. Access, correction and requests

You may contact us to ask what personal information we hold about you, request correction of inaccurate information, raise a concern, or ask about deletion, retention or use of your photographs. We may need to verify your identity before disclosing or changing records. We will consider requests in light of applicable law, our contractual commitments and the rights of other people appearing in images. Some records must be kept for legal or legitimate business reasons.

15. Complaints

If you believe we have mishandled your personal information, contact us using the details below and explain the concern. We will review it and aim to respond within a reasonable time. If the Privacy Act applies to our business, you may also have the right to complain to the Office of the Australian Information Commissioner (OAIC), generally after first raising the issue with us. Website: www.oaic.gov.au.

16. External links and social platforms

Our website or messages may link to third-party websites and social media services. Their privacy practices are governed by their own policies. We are not responsible for how unrelated third-party platforms collect or use information once you leave our services.

17. Changes to this policy

We may update this policy when our services, technology or legal obligations change. The latest version will be made available on our website or on request, with a revised effective date. Material changes affecting an existing consent or agreement may require additional communication or permission.

18. Contact

Business: Shot by Emma Lee
Photographer & Creative: Emma Lee
Location: Riverina, New South Wales, Australia
Email: emma.dabelstein03@gmail.com
Website: www.shotbyemmalee.com
Instagram: @shot.by.emmalee

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