Frame Perfect Management LTD, a company registered in England and Wales. Our company registration number is 09525408 and our registered office is 40 Cumberland Road, Wood Green, N22 7SG.

Frame Perfect, The Collective Production Agency. (“Frame Perfect”, “us” or “we”) respect your privacy and we are committed to protecting the privacy of the visitors to and members of its websites that post or link to this Privacy Policy, (collectively, the “Websites” or the “Sites”). This Privacy Policy, is intended to inform you of our policies and practices regarding the collection, use and disclosure of any personal information and anonymous information that you submit or is otherwise collected through our Websites. In addition, please review the Terms of Use, which govern your use of the Sites.

This Privacy Policy sets out how Frame Perfect uses and takes precautions to protect information that you give to us or collected by us when you use the Websites. We may change this Privacy Policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. Immediately after we post any changes to this Privacy Policy, those changes are deemed effective, whether or not you have reviewed them. By using our Websites after we post any changes to this Privacy Policy, you agree to accept those changes. By using the Sites, you understand and agree to the terms of this Privacy Policy. The Sites are owned by Frame Perfect and may be accessed in the United Kingdom and abroad. Information collected may be retained, and may be stored, processed, accessed, and used in jurisdictions whose privacy laws may be different and less protective than those of your home jurisdiction.

Please read this privacy policy carefully and ensure that you understand it. Your acceptance of this privacy policy deemed to occur upon your first use of our site. If you do not accept and agree with this privacy policy, you must stop using our site immediately.

**What Does This Policy Cover?**

This Privacy Policy applies only to your use of the Frame Perfect website. Our website may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

**Definition and Interpretation**

In this policy, the following terms shall have the following meaning:

|  |  |
| --- | --- |
| **“Cookie”** | Means a small text file placed on your computer or device by our site when you visit certain parts of our site.  Details of the Cookies used by our site are set out in Part 14, below; and |
| **“Cookie Law”** | means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 |

**Use of Cookies and Other Technologies:**

A cookie is a small file, which asks permission to be placed on your computer’s hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit the particular Sites. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. Cookies allows us to identify registered users when they return to the Sites so that they can retrieve previous image search results, access Lightboxes, etc. We also use traffic log cookies to identify which pages are used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs and is used for statistical analysis purposes.

**Cookies offer you many conveniences:**

They allow us to identify registered users when they return to the Sites so that they can retrieve previous image search results, access Lightboxes and shopping carts and view their previous invoices.

Cookies save you time by eliminating the need to repeatedly enter the same information.

Cookies allow us to deliver personalized content to you, including search results and interest-based targeted advertising.

Cookies help to protect your security by checking your login details and may help prevent fraud.

Cookies remember your preferences when using the Sites.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third-party Cookies.

By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.

It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

**What is Personal Data**

Personal data defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

**What Data Do We Collect**

Depending upon your use of the Frame Perfect website, we may collect some or all of the following personal and non-personal data:

• IP address;

• Web browser type and version;

• Time zone setting;

• Browser plug in types;

• Operating system;

• Type of device used to access our website;

• Location of access where using a mobile device;

• A list of URLs starting with a referring site, your activity on Our Site, and the site you exit to;

• Become a Model Submission Form – (Email, Name, Gender, D.O.B, Height, Age, Address, Social Media, Pictures), consent must be given for us to hold and process your data before it will let you submit the form.

**What we do with the Information we gather:**

The Personal and Anonymous Information we gather from you on our Websites helps us learn about visitors to the Sites, our customers and potential customers. We use this information to personalize your experience, better tailor the features, performance and support of our products and services, respond to inquiries and requests that you make.

**Accessing and Controlling your Personal Information:**

You may choose to restrict the collection or use of your Personal Information in the following ways:

Whenever you are asked to fill in a form on the Websites, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.

If you have previously agreed to us using your Personal Information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at: info@frameperfect.co.uk

We offer you choices regarding the collection, use and sharing of your Personal Information. When you receive daily updates or newsletters, you may indicate a preference to stop receiving further communications from us and you will have the opportunity to “opt-out” by following the unsubscribe instructions provided in the e-mail you receive or by contacting us directly (please see contact information below).

If you believe that, any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

Where provided under applicable law, you may request a copy of the personal information held by Frame Perfect about you and may ask about all recipients of the Personal Information, the purpose of the processing, request the correction of incorrect information, and request the blocking and deletion of such information by writing to or emailing us at: Info@frameperfect.co.uk. We may require you to prove your identity with approved identification if you request this information.

You have the right, where provided under applicable law, to ask us not to process your Personal Information for direct marketing purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your information or clicking “unsubscribe” on the emails you receive. You can also exercise the right at any time by contacting us at info@frameperfect.co.uk.

We will retain your Personal Information for as long as needed to provide you with any services which you request. We will retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

**Under the GDPR, you have the following rights, which we will always work to uphold:**

1. For more information about our use of your personal data or exercising your rights as outlined above, please contact us.
2. Further information about your rights can also be obtained from the Information Commissioner’s Office or your local Citizens Advice Bureau.
3. If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner’s Office.

**How do you use my personal data**

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data may be used for one of the following purposes:

• Providing and managing your access to the Frame Perfect booking system.

• Personalising and tailoring your experience on the Frame Perfect website.

• Supplying our services to you. Your personal details are required in order for us to enter into a contract with you.

• Personalising and tailoring our services for you.

• Communicating with you. This may include responding to emails or calls from you.

• Analysing your use of the Frame Perfect website to enable us to continually improve the site and your user experience.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email or telephone with information, news, and offers on our services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

**How long will you keep my personal data**

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was collected.

We will only transfer your personal data to countries that the European Commission has deemed to provide an adequate level of personal data protection. More information is available from the European Commission.

**Do you share my personal data**

We will not share any of your personal data with any third parties for any purposes, subject to one important exception. In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

**How can I access my personal data**

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email. There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

**How do I contact you**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details: Email address: info@frameperfect.co.uk

**Changes to this Privacy Policy**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be immediately posted on the website and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.

**Security**

The security of your Personal Information is important to us. We follow generally accepted industry standards to help protect your Personal Information, and in order to prevent unauthorized access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. No method of transmission over the internet, or method of electronic storage, is 100% secure. Therefore, while we strive to protect your Personal Information, we cannot guarantee that such information will not be lost, disclosed or accessed by accidental circumstances or by the unauthorized acts of others.

We will report any data breaches and security issues to the data protection authority within 72 hours of discovery. We will also notify by email any users directly affected by this breach.

All data that we gather is to give you the best possible experience on our website and with the use of our services. Because your data is important to us, we ensure to protect all data we store and how we do this, is, personal data is backed up on an external hard drive and not a cloud to emit any incidents of being hacked.

You have the right to request to edit or erase certain information about you that we hold, but this may result in our site being less useful for you or providing less information to interested customers. You have the right to request what data we store about you.

You have the right for the information about you deleted from our site and records. You can do that by sending an email to [info@frameperfect.co.uk](mailto:info@frameperfect.co.uk) requesting your data removed.

If you want to opt-out of the emails we send you, you will find an “unsubscribe” link at the bottom of every newsletter you get from us. To opt-in send us an email info@frameperfect.co.uk requesting to receive our newsletters.

You can request to see details of any personal information, which we hold about you. If you would like to see this information, please contact us at [info@frameperfect.co.uk](mailto:info@frameperfect.co.uk). You will need to provide proof of your identity and we may charge a fee to provide this information. Requests of information will take up to 30 days.