

Happy Days Creative Ltd Privacy Policy (UK)

Effective date: 10 September 2025

This Privacy Policy explains how Happy Days Creative ("we", "us", "our") collects and uses personal information when you visit our website, make an enquiry, subscribe to updates, or otherwise interact with us online.

We are committed to protecting your privacy and processing personal data fairly, lawfully and transparently in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Data (Use and Access) Act 2025. Where we send electronic marketing or use cookies and similar technologies, we also follow the Privacy and Electronic Communications Regulations (PECR) as amended.

1) Who we are (Data Controller)

Happy Days Creative Ltd

Registered office / correspondence address: Unit 17, Grange Way Business Park, Colchester, Essex, CO2 8HF, United Kingdom.

Email: support@happydaysphoto.co.uk

Website: <https://www.happydaysphoto.co.uk>

If you have questions about this notice or how we use your data, contact us at the email above. If we appoint a Data Protection Officer (DPO) in future, we will update this notice with those contact details.

2) What personal data we collect

We collect and process the following categories of personal data, depending on how you interact with us:

- Identity and contact data: name, email address, phone number, job title, school or organisation, postal address.
- Account and enquiry data: messages you send via forms or email, notes of calls, preferences, and any files you upload.
- Order and billing data (where applicable): purchase history, delivery details, payment confirmations (payment card details are handled by our payment provider and are not stored by us).
- Usage and technical data: IP address, device identifiers, browser type, pages viewed, interactions, referring URLs, approximate location, cookies and similar technologies.
- Marketing preferences: your choices about receiving updates from us.
- Images and media (context-specific): if you provide images or videos to us directly (for example, for a case study or testimonial) or appear in media you send to us.

Note about school photography and images of children: Where we deliver school photography or related services, the main data controller will usually be the relevant school (or the purchasing parent or guardian). We process such personal data under a separate service privacy notice and or the school's instructions. If you need that notice, please contact us.

Note about facial recognition or biometrics (if used): If we use facial recognition to assist with sorting images (for example, within specific services or apps), we will seek explicit consent from the appropriate adult and or act under a clear written instruction from the school where it is the controller. We will always provide a dedicated notice at the point of use explaining the purpose, retention and your rights. We do not use facial recognition on our marketing website.

3) How we get your data

- Directly from you: when you complete a form, make an enquiry, sign up for updates, place an order, or contact us.
- Automatically: via cookies, pixels and similar technologies when you browse our site.
- From third parties: for example, website analytics providers, advertising platforms (if you interact with our ads), or your organisation where they make a business enquiry on your behalf.

4) Why we use your data (purposes) and lawful bases

We rely on one or more of the following lawful bases under UK GDPR (as amended by the Data Use and Access Act 2025):

Purpose: Responding to enquiries and providing quotes

Lawful basis: Legitimate interests (to run our business and respond to requests) or pre contract steps if you ask for services

Purpose: Providing and managing orders and services

Lawful basis: Contract (to perform a contract with you)

Purpose: Customer service, account management, and administration

Lawful basis: Contract or Legitimate interests

Purpose: Product or service improvement, troubleshooting and analytics

Lawful basis: Legitimate interests (under DUAA 2025, network and information security and certain internal uses are recognised as legitimate interests)

Purpose: Direct marketing by post or to corporate subscribers

Lawful basis: Legitimate interests (you can opt out at any time)

Purpose: Email or SMS direct marketing to individuals

Lawful basis: Consent, or soft opt in for existing customers where permitted under PECR

Purpose: Managing events, webinars or newsletters

Lawful basis: Consent (where required) or Legitimate interests

Purpose: Legal, regulatory and tax compliance, record keeping, responding to legal claims

Lawful basis: Legal obligation or Legitimate interests

You can object to processing based on legitimate interests at any time. Where we rely on consent, you may withdraw it at any time.

5) Cookies and similar technologies

We use cookies and similar technologies for essential site functions, analytics, and (where enabled) advertising. On your first visit, you will see a cookie banner where you can accept, reject or manage non essential cookies. You can change your choices at any time via the Cookie settings link in our footer. Some low risk cookies used strictly for security, fraud prevention or service functionality may not require consent under current UK guidance, but you still have the option to disable non essential cookies. For detailed information, see our separate Cookie Policy.

6) Who we share your data with

We only share personal data as necessary for the purposes above, including with:

- Service providers (processors): hosting, email and CRM platforms, analytics, payment providers, delivery couriers, IT support, and professional advisers. We require them to protect your data and act only on our instructions.
- Partners or schools (context-specific): if we are delivering services jointly or under a school's instructions, we may share data necessary to fulfil that service.
- Law enforcement, regulators, or legal advisers: where required to comply with law or to establish, exercise or defend legal claims.
- Business transfers: if we restructure or sell parts of our business, personal data may be transferred under appropriate safeguards.

We do not sell your personal data.

7) International transfers

Some of our providers may be located outside the UK. Where we transfer personal data internationally, we ensure appropriate safeguards are in place, such as UK International Data Transfer Agreements (IDTAs), the UK addendum to EU Standard Contractual Clauses, or another recognised mechanism. We assess the risk of the transfer having regard to current UK guidance and the amended tests under the Data Use and Access Act 2025.

8) How long we keep your data

We keep personal data only for as long as necessary for the purposes set out in this notice and to meet legal, accounting or reporting requirements. Typical retention periods are:

- Enquiry records and routine correspondence: up to 24 months from last contact (unless you become a customer).
- Customer and order records: 6 to 7 years from the end of the financial year in which the transaction occurred (for tax or audit).
- Marketing lists: until you unsubscribe or object, plus a minimal suppression record to respect your choice.
- Website analytics data: 12 to 26 months, depending on the tool and settings.
- Media you provide for testimonials or case studies: retained while published and for an audit log thereafter unless you withdraw consent.

Where we process images on behalf of a school, retention is set by the school or relevant service agreement.

9) Your rights

Under UK data protection law, you have rights to:

- Access your personal data and get a copy (subject access request).
- Rectify inaccurate or incomplete data.
- Erase your data in certain circumstances (right to be forgotten).
- Restrict processing in certain cases.
- Object to processing based on legitimate interests (including direct marketing—we will always stop direct marketing on request).
- Data portability for information you provided to us under consent or contract.
- Withdraw consent at any time where processing is based on consent.

How to exercise your rights: email support@happydaysphoto.co.uk. We aim to respond within one month. If your request is complex, we may extend by two further months and will tell you why. For security, we may need to verify your identity.

Complaints: If you are unhappy with how we handle your data, please contact us first so we can try to resolve it. You also have the right to complain to the Information Commissioner's Office (ICO): <https://ico.org.uk>

10) Children's data

Our marketing website is intended for adults. We do not knowingly collect personal data from children via the website other than where a parent or guardian, school or customer provides it as part of an enquiry. Any services involving children's images are governed by a separate service privacy notice and or school policy, with appropriate parental or school permissions.

11) Automated decision making

We do not use your personal data for decisions based solely on automated processing that produce legal or similarly significant effects. If we introduce such processes, we will provide you with a specific notice explaining the logic involved, significance and envisaged consequences, and your rights.

12) Security

We implement appropriate technical and organisational measures to protect personal data, including encryption in transit, access controls, and staff training. While no system is perfectly secure, we regularly review our safeguards and suppliers.

13) Third party links

Our website may contain links to third party sites, plug ins or applications. Clicking those links or enabling those connections may allow third parties to collect or share data about you. We are not responsible for their privacy statements, please read their notices.

14) Changes to this notice

We may update this policy from time to time to reflect changes in law or how we operate. The latest version will always be posted on this page with the effective date above. If changes are material, we may notify you by prominent notice on the site or by email where appropriate.

15) Contact us

Questions, requests or complaints about this policy or your personal data:

Email: support@happydaysphoto.co.uk

Post: Happy Days Creative, Unit 17, Grange Way Business Park, Colchester, Essex, CO2 8HF, United Kingdom.

This notice is intended for our website. If you need the service specific privacy notice for school photography or any of our apps or tools, please contact us and we will provide the relevant document.