



## **Privacy & Business Policies**

**Effective Date: May 1, 2025**

### **Introduction**

At Luyev Photography, we value and respect your privacy. This Privacy Policy explains how we collect, use, store, and protect your information when you contact us, book our services, visit our website or social media pages, or submit information through advertisements and lead forms on platforms such as Facebook and Instagram. By using our services or submitting your information, you agree to the practices described in this policy.

### **1. Information We Collect**

We may collect personal information including your full name, email address, phone number, social media usernames, event details, photography session preferences, billing information, photos, videos, and any information voluntarily submitted through contact forms, lead forms, social media, or direct communication.

### **2. How We Use Your Information**

Your information may be used to respond to inquiries, schedule photography sessions, provide quotes and invoices, deliver digital products, communicate regarding services, improve customer experience, send promotional communications when permitted, and maintain business records.

### **3. Lead Forms and Advertising**

When you submit information through Facebook, Instagram, TikTok, Google, or other advertising platforms, your information is used solely for the purpose described in the advertisement or form. We do not use your information for unrelated marketing purposes without your consent.

### **4. Social Media Policy**

By interacting with Luyev Photography through social media platforms, including liking, commenting, tagging, messaging, or participating in promotions, you acknowledge that your interactions may be publicly visible according to the settings of the social media platform. We may repost customer reviews, tagged photos, or public comments unless you request otherwise. We reserve the right to remove inappropriate, offensive, misleading, abusive, or spam content from our pages and platforms.

## **5. California Privacy Rights (CCPA/CPRA Notice)**

If you are a California resident, you may have additional privacy rights under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA). Subject to applicable law, California residents may request access to the personal information we collect, request deletion of personal information, request correction of inaccurate information, and request information regarding how their data is used.

Luyev Photography does not sell personal information. California residents may submit privacy-related requests by contacting us using the contact information listed in this policy.

## **6. European Privacy Rights (GDPR Notice)**

If you are located in the European Economic Area (EEA), United Kingdom, or other regions with similar privacy laws, you may have rights under the General Data Protection Regulation (GDPR). These rights may include:

- The right to access your personal data
- The right to correct inaccurate data
- The right to request deletion of your data
- The right to restrict or object to processing
- The right to data portability
- The right to withdraw consent

We process personal information only when we have a lawful basis to do so, including consent, contractual necessity, legitimate business interests, or legal obligations.

You may contact us at any time regarding your GDPR rights.

## **7. Sharing of Information**

We may share information only when necessary to operate our business, including with payment processors, gallery delivery platforms, scheduling software, contractors, or marketing service providers. Any third parties we work with are expected to maintain confidentiality and protect your information. We never sell customer or lead information.

## **8. Cookies and Analytics**

Our website or online platforms may use cookies, analytics tools, pixels, or similar technologies to improve user experience, analyze traffic, and support advertising campaigns. By using our website, you consent to the use of these technologies where permitted by law.

## **9. Data Security**

We take reasonable technical and organizational measures to protect your information from unauthorized access, loss, misuse, or disclosure. While no system can guarantee absolute security, we strive to use secure platforms and responsible business practices.

## **10. Your Rights**

You may request access to your personal information, request corrections, request deletion of your information, or opt out of marketing communications at any time.

## **11. Children's Privacy**

Our services are not directed toward children under 13 without parental involvement. We do not knowingly collect personal information from minors without parental consent.

## **12. Contact Information**

Luyev Photography

Email: [luyevphotography@gmail.com](mailto:luyevphotography@gmail.com)

Instagram: [@luyevphotography](https://www.instagram.com/luyevphotography)

## **13. Policy Updates**

We may update this Privacy Policy periodically. Any updates will be posted with a revised effective date.

## **Lead Form Consent Notice**

By submitting a form through our website or social media advertisements, you agree that Luyev Photography may contact you regarding photography services, pricing, scheduling, promotions, or related inquiries. Your information will remain private and will never be sold. You may request removal from future communications at any time.

## **Photography Booking & Cancellation Policy**

A non-refundable retainer may be required to secure your booking date. Remaining balances are due before or on the date of service unless otherwise agreed in writing. Rescheduling requests are subject to availability. Luyev Photography reserves the right to cancel or reschedule sessions due to emergencies, unsafe conditions, or circumstances beyond reasonable control.

## **Model Release & Portfolio Use**

Unless otherwise agreed in writing, clients grant Luyev Photography permission to use photographs and videos for portfolio display, social media, website galleries, advertising, marketing materials, and promotional purposes. Clients may request privacy restrictions in writing before their session.

## **Social Media Giveaway & Promotion Disclaimer**

Participation in giveaways, promotions, or contests hosted by Luyev Photography is voluntary. Winners will be selected fairly according to the stated rules. Promotions are not sponsored, endorsed, administered by, or associated with Facebook, Instagram, TikTok, or any other social media platform.

## **Website Footer Language**

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