

Privacy Policy

Last updated on February 25, 2024

We know that in this digital age, your privacy is important. This Privacy Policy reflects our commitment to protecting personal data and the choices we offer you regarding how your data is used. We welcome you to read more about how we keep your information safe, as well as how you can exercise your rights. In addition, our Privacy policy covers our treatment of data that may be personal to you.

- We will review, update, and amend these policies from time to time, consistent with our business needs and technology. We encourage you to check back periodically for new updates or changes. Your continued use of the service makes up for your acceptance of any change to this Privacy Policy. We are the data controller of your information. We handle and process all data on behalf of our customers
- You may likewise decide not to give us "discretionary" Personal Data; however, please remember that without it, we will most likely be unable to provide you with the full scope of our administrations or with the best client experience when utilizing our Services.
- This Privacy Policy ("**Privacy Policy**") describes how VBI Photography. Will gather, use, and maintain your Personal Information on vbiphotography.com. It will also explain your legal rights with respect to that information.
- By using the website or services, you confirm that you have read and understood this Privacy Policy and our Terms (together referred to herein as the "**Agreement**"). The Agreement governs the use of vbiphotography.com. We will collect, use, and maintain information consistent with the Agreement.

What personal information do we collect from the people who visit our website?

- When booking our services through the website, like photography or video services, we will gather your name and phone number. Occasionally, we may collect data from integrated third-party sources, obtaining details such as location, venue size, and address. The personal information we collect varies based on your interactions with us, your choices, and the services or features you utilize.
- **Minors' Data:**
We do not knowingly collect data from or market to children under 13 years of age.

We do not knowingly solicit data from or market to children under 13 years of age. By using the Website, you represent that you are at least 13 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Website. If we learn that personal information from users less than 13 years of age has been collected, We will take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under age 13, please contact us.

Automatically collected information about your use of our Services or tools,

This information is registered automatically with the visit by the own configuration or manual of each tool on the website

- When you visit, connect with, or utilize our service, we may gather, record, or create specific specialized data about you. We do so either autonomously or with the assistance of third-party Service Providers, including using "cookies" and other following innovations.
- We automatically collect certain information when you visit, use or navigate the Website. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser, and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Website and other technical information. This information is primarily needed to maintain the security and operation of our Website and for our internal analytics and reporting purposes.

The information we collect includes:

Log and Usage Data. Log and usage data are service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our Website, which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type, settings, and information about your activity on the Website (such as the date/time stamps associated with your usage, pages, and files viewed, searches and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called 'crash dumps') and hardware settings).

Device Data. We collect device data such as information about your computer, phone, tablet, or another device you use to access the Website. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model, Internet service provider and/or mobile carrier, operating system, and system configuration information.

How do we use your details?

We process personal data to operate, improve, understand, and personalize our services. We use personal data for the following purposes:

- To fulfill or meet the reason you provided the information (e.g., to help provide our Site services to you).
- To send you catalogs, information, newsletters, promotional materials, and other offerings from the Company or on behalf of our partners and affiliates.
- To communicate with you about the Services, including Service announcements, updates, or offers.
- Analyze trends to improve our website and offerings.
- To personalize and develop our site and the services we provide you and improve our offerings.
- To provide certain features or functionality of the services on the site.
- For marketing and promotions.
- To create, maintain, customize, and secure your account with us.
- To personalize your experience and deliver content and services relevant to your interests.
- Respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- To prevent illegal activity, fraud, and abuse.
- To help our site, we will be ready to serve you better.

We will not collect additional categories of Personal Data or use the Personal Data we collected for materially different, unrelated, or incompatible purposes without providing you notice.

As noted in the list above, we may communicate with you if you've provided us with the means to do so. For example, if you've given us your email address, we may send you promotional email offers or email you about your use of the Services. Also, we may receive a confirmation when you open an email from us, which helps us improve our services. If you do not want to receive communications from us, please indicate your preference by emailing us at Ivan@vbiphotography.com.

How to opt-out

When you engage us for the Services or make inquiries about our Services, you will be requested to provide your consent to us to send promotional material to you. You may stop the delivery or “opt-out” of future promotional emails by following the specific instructions in the email you receive.

Do Not Track

Currently, various browsers — such as Firefox, and Safari — offer a “do not track” or “DNT” option that relies on a technology known as a DNT header, which sends a signal to Web sites visited by the user about the user's browser DNT preference setting. VBI Photography does not currently commit to responding to browsers' DNT signals concerning the Company's Web sites, in part because industry groups have adopted no common industry standard for DNT, technology companies, or regulators, including no consistent standard of interpreting user intent. VBI Photography takes privacy and meaningful choice seriously and will make efforts to continue to monitor developments around DNT browser technology and the implementation of a standard.

How we use cookies

We may use cookies and other tracking technologies to collect and store information; We may use cookies and similar technologies (like web beacons and pixels) to access or store information. We use cookies and similar technologies for several purposes, depending on the context or service, including:

- We are keeping track of your specified preferences. This allows us to honor your likes and dislikes, such as your language and configuration preferences.
- Detecting and preventing fraudulent activity and improving security.
- We are conducting research and diagnostics to improve our offerings.
- Reporting allows us to measure and analyze the performance of our offerings.

First-party cookies

- a) ***Strictly Necessary Cookies***: These cookies are necessary for the website to function and cannot be switched off in our systems. They are often set in response to actions made by you, which amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms.
- b) ***Functional cookies***: These cookies enable the website to provide enhanced functionality and personalization. They may be set by third party providers whose services we have added to our pages or by us.
- c) ***Performance cookies***: These cookies allow us to count visits and traffic sources to measure and improve the performance of our site. They help us know which pages are the most and least popular and see how visitors move around the site.
- d) ***Targeting cookies***: These cookies may be set through our site and used to build a profile of your interests and show you relevant adverts on other sites.

Google Analytics Cookies

We use Google Analytics to investigate the utilization of our site by users and visitors. Google Analytics assembles data about site use through cookies. The data assembled identifying our site is utilized to make reports about the utilization of our site.

You can refuse the use of Google Analytics by clicking on the following link. An opt-out cookie will be set on the computer, which prevents the future collection of your data when visiting this website: [Disable Google Analytics](#).

Name of cookie	Expiry period	Purpose	Company
_ga	Persistent - 2 years	Analytics	Google Analytics, Google LLC
_ga_JMDY11H0YJ	Persistent - 2 years	Analytics	Google Analytics, Google LLC
_gat	Persistent - 2 years	Analytics	Google Analytics, Google LLC
_gid	Persistent - 1 day	Analytics	Google Analytics, Google LLC
_sp_root_domain_test_* (x 1535)	Session cookie	Analytics	vbiphoto.com
gaVisitorTypeLong	Persistent - 2 years	Analytics	Google Analytics, Google LLC
gaVisitorTypeShort	Persistent - 30 minutes	Analytics	Google Analytics, Google LLC

What are your choices regarding cookies?

Cookie Preferences on the website: Our cookies allow you to take advantage of some essential and useful features. Blocking some types of cookies may impact your experience of our sites. You can change your cookie preferences at any time by clicking 'Cookie Preferences' in the footer of the website.

Browser settings: You can also manage browser cookies through your browser settings. The 'Help' feature on most browsers will tell you how to remove cookies from your device, prevent your browser from accepting new cookies, how the browser will notify you when you receive a new cookie, how to disable cookies, and when cookies will expire. Check the support site for your browser to understand the privacy settings available to you. If you block or reject some of our cookies through your browser's settings, you might not be able to use certain offerings that require you to sign in to an account, and some features and

services may not work. You might also have to manually adjust your preferences or settings every time you visit our website.

California Consumer Rights

The California Consumer Privacy Act provides specific rights to those in California. Suppose you are a California-based consumer, as that term is defined under California law. In that case, this section shall apply in addition to all other applicable rights and information contained in this Statement.

- You have the right to request that we provide you with what personal information we collect, use, and disclose.
- You have the right to request that we delete the personal information we, or our service providers, store about you.
- We will not discriminate or retaliate against you if you elect to exercise any rights under this section of our Privacy Statement.
- You may request that we not sell your personal information. As noted above, we do not sell your personal information, and we only share your personal information with third parties, as described in this Statement.
- You have the right to designate an authorized agent to request on your behalf. Please see the Identity Verification Requirement below for information on our process for verifying that we have received a legally valid request.
- If you are a California consumer and have additional questions based on this section of our Privacy Statement or wish to submit a request to request that we not share your information with third parties, please contact us by email or through the contact us page.
- See more at <https://consumercal.org/about-cfc/cfc-education-foundation/california-online-privacy-protection-act-caloppa-3/>

According to caloppa, we agree to the following:

- Users can visit our site anonymously.
- You'll be notified of any ONLINE PRIVACY POLICY changes via email

Coppa (children online privacy protection action)

With regards to the assortment of private information from children under the age of 13 years, the Children's Online Privacy Protection Act (COPPA) puts parents in charge. The Federal Trade Commission, United States consumer safety firm, enforces the COPPA Guideline, which defines what providers of websites and online services should do to safeguard children's privacy and security online. For more details, [Click Here](#) or below link

<https://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/childrens-online-privacy-protection-rule>

Your Legal Rights

Under certain circumstances, you have rights under data protection laws to your data.

You may have the following rights: -

- A. **Request access** to your data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and check that we are lawfully processing it.

- B. **Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide.
- C. **Request deletion** of your data. This enables you to ask us to delete or remove personal data where there is no good reason to continue processing it. You also have the right to ask us to delete or remove your data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons, which will be notified to you, if applicable, at the time of your request.
- D. **Object to processing** your data where we are relying on a legitimate interest (or those of a third party). Something about your situation makes you want to object to processing on this ground as you feel it impacts your fundamental rights and freedoms. You also have the right to object to processing your data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information, overriding your rights and freedoms.
- E. **Request restriction** of processing of your data. This enables you to ask us to suspend the processing of your data in the following scenarios:
 - a. If you want us to establish the data's accuracy.
 - b. Our use of the data is unlawful, but you do not want us to erase it.
 - c. You need us to hold the data even if we no longer require it as you need it to establish, exercise, or defend legal claims.
 - d. You have objected to our use of your data, but we need to verify whether we have overriding legitimate grounds to use it.
- F. **Request the transfer** of your data to you or a third party. We will provide your data in a structured, commonly used, machine-readable format to you or a chosen third party. Note that this right only applies to automated information; you initially provided consent for us to use or use the information to perform a contract with you.
- G. **Withdraw consent** at any time where we are relying on consent to process your data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not provide certain services to you.

How do we protect your details?

- We have implemented industry-accepted administrative, physical, and technology-based security measures to protect against the loss, misuse, unauthorized access, and alteration of personal information in our systems. We ensure that any employee, contractor, corporation, organization, or vendor who has access to personal information in our systems are subject to legal and professional obligations to safeguard that personal information.
- We do not use vulnerability scanning and/or scanning to PCI specifications.
- We use regular Malware Scanning.
- Your personal information is only accessible by a limited number of individuals who have special access privileges to such systems and are required to treat the information with strict confidentiality. In addition, the extremely sensitive/credit information of your resource is encrypted using Secure Socket Layer (SSL) technology.
- We implement several security measures whenever a user gets into, submits, or accesses their information to protect your individual information.

- While we strive to use commercially acceptable means to protect your personal information, no method of transmission over the Internet or form of electronic storage is 100 percent secure. Therefore, we cannot guarantee its absolute security.
- VBI Photography prohibits unauthorized access or use of personal information stored on our servers. Such access is a violation of law, and we will fully investigate and press charges against any party that has illegally accessed the information within our systems.

Can-spam act

The CAN-SPAM Act is a regulation that sets the guidelines for commercial email, establishes requirements for commercial announcements, offers recipients to have emails ceased from being delivered to them, and spells out hard fines for violations.

We accumulate your email to be able to:

- Send information, react to questions, and/or other demands or questions
- To maintain compliance with CANSPAM, we consent to the next:
- Do not use untrue or misleading subject matter or email addresses.
- Identify the concept as an advertisement in some realistic way.
- Include the physical address of our site headquarters or business
- Screen third-party email marketing services for conformity, if one can be used.
- Honor opt-out/unsubscribe demands quickly.
- Allow users to unsubscribe utilizing the link at the bottom of every email.

If anytime you want to unsubscribe from receiving future emails, you can email us by using the contact form on our website, and we'll immediately remove you from ALL communication.

Limitation of liability

Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, so some of the above limitations may not apply to you.

We make no legal representation that the website or services are appropriate or available in locations outside the United States. You may access the website from outside the United States at your own risk and initiative and must bear all responsibility for compliance with applicable foreign laws.

Governing Law and Jurisdiction

This website originates from the United States. The laws of the United States. Without regard to its conflict of law, principles will govern these terms to the contrary. You hereby agree that all disputes arising out of or in connection with these terms shall be submitted to the exclusive jurisdiction of the United States. Using this website, you consent to the jurisdiction and venue of such courts in connection with any action, suit, proceeding, or claim to arise under or because of these terms. You hereby waive any right to trial by jury arising out of these terms.

Changes to this privacy notice

We're constantly trying to improve our Services, so we may need to change this Privacy Policy from time to time, but we will alert you to changes by placing a notice on the VBI Photography website by sending you an email and/or by some other means. Please note that if you've opted not to receive legal notice emails from us (or you haven't provided us with your email address), those legal notices will still govern your use of the Services, and you are still responsible for reading and understanding them. If you use the Services after any changes to the Privacy Policy have been posted, that means you agree to all the changes. The use of the information we collect is subject to the Privacy Policy in effect at the time such information is collected.

Contacting us

If you would like to contact us to understand more about this Policy or wish to contact us concerning any matter relating to individual rights and your Personal Information, you may do so via the contact us or email us at Ivan@vbiphotography.com.