

Privacy Policy

The Photo Factory Marketing & Media Inc.

Effective Date: July 2026

The Photo Factory Marketing & Media Inc. ("The Photo Factory," "we," "our," or "us") respects your privacy and is committed to protecting the personal information you provide when visiting our website, booking services, or interacting with our company.

This Privacy Policy explains what information we collect, how we use it, how we protect it, and your rights regarding your personal information.

Information We Collect

We may collect personal information that you voluntarily provide, including but not limited to:

- Full Name
- Email Address
- Phone Number
- Mailing Address
- Business Name
- Event Information
- Session Details
- Payment Information
- Photos and Videos Submitted by You
- Messages Submitted Through Contact Forms
- Project Requirements

We may also collect technical information automatically when you visit our website, including:

- IP Address
- Browser Type
- Device Information
- Operating System
- Referral Website
- Pages Visited
- Time Spent on the Website
- Cookies and Analytics Data

How We Use Your Information

The information we collect may be used to:

- Schedule appointments
- Process bookings

- Respond to inquiries
- Prepare contracts and invoices
- Process payments
- Deliver photographs and videos
- Provide customer support
- Improve our website and services
- Send appointment reminders
- Send project updates
- Deliver marketing communications (when you opt in)
- Comply with legal obligations

Payment Information

Payments may be processed through secure third-party payment providers.

The Photo Factory Marketing & Media Inc. does **not** store complete credit card or banking information on its servers.

All payment transactions are handled through secure payment processing platforms.

Cookies & Website Analytics

Our website may use cookies and similar technologies to:

- Improve website performance
- Remember user preferences
- Analyze website traffic
- Measure marketing performance
- Enhance the overall user experience

You may disable cookies through your web browser; however, doing so may affect certain website features.

Photography & Videography

By booking our services, you acknowledge that photographs and videos may be created during your session or event.

Unless otherwise agreed in writing through a confidentiality agreement or model release restriction, The Photo Factory Marketing & Media Inc. may use selected images or videos for:

- Portfolio Display
- Website
- Social Media
- Advertising
- Marketing Campaigns
- Promotional Materials
- Educational Purposes
- Industry Competitions

Clients requesting complete privacy must notify us **before** the scheduled session or event.

Sharing Information

We do **not** sell, rent, or trade your personal information.

Your information may only be shared when necessary with trusted third parties that help us operate our business, including:

- Payment Processors
- Gallery Delivery Platforms
- Printing Laboratories
- Album Manufacturers
- Cloud Storage Providers
- Website Hosting Providers
- Email Service Providers
- Legal or Government Authorities when required by law

These providers are expected to protect your information and use it only for the services they provide.

Data Security

We take reasonable administrative, technical, and physical measures to protect your personal information against unauthorized access, disclosure, misuse, alteration, or destruction.

While we strive to safeguard your information, no internet transmission or electronic storage system can be guaranteed to be 100% secure.

Data Retention

We retain client information only for as long as necessary to:

- Complete contracted services
- Maintain business records
- Meet legal, accounting, and tax obligations
- Resolve disputes
- Enforce agreements

Archived photographs and videos may be deleted after a reasonable retention period without notice. Clients are encouraged to download and back up their delivered files promptly.

Your Privacy Rights

Depending on your location and applicable law, you may have the right to:

- Request access to your personal information
- Correct inaccurate information
- Request deletion of your personal information
- Withdraw consent where applicable

- Opt out of marketing communications
- Request a copy of certain personal data

To exercise these rights, please contact us using the information below.

Children's Privacy

Our website and services are not intended for children under the age of 13 without the involvement and consent of a parent or legal guardian.

For minors participating in photography or videography sessions, a parent or legal guardian must authorize the booking and sign any required agreements.

Third-Party Websites

Our website may contain links to third-party websites or services.

We are not responsible for the privacy practices, content, or policies of those external websites. We encourage users to review the privacy policies of any third-party sites they visit.

Marketing Communications

With your permission, we may occasionally send:

- Promotions
- Company News
- Seasonal Specials
- Event Announcements
- Photography Tips
- Service Updates

You may unsubscribe from marketing emails at any time using the unsubscribe link included in our communications or by contacting us directly.

Changes to This Privacy Policy

The Photo Factory Marketing & Media Inc. reserves the right to update or revise this Privacy Policy at any time.

Any changes will become effective immediately upon posting the updated version on our website.

Continued use of our website or services after changes are posted constitutes acceptance of the revised Privacy Policy.

Contact Information

If you have questions regarding this Privacy Policy or how your information is handled, please contact:

The Photo Factory Marketing & Media Inc.

Email: info@thephotofactoryinc.com

Phone: **(984) 944-6577**

Website: thephotofactoryinc.com

Business Hours: **By Appointment Only**

Your Consent

By accessing our website, submitting a contact form, requesting information, signing a contract, or booking services with The Photo Factory Marketing & Media Inc., you acknowledge that you have read, understood, and agreed to this Privacy Policy.