



LIGHT BY LEXI CUSTOMER PRIVACY NOTICE

Last updated 13 March 2025

This privacy notice tells you what to expect us to do with your personal information.

- Contact details
- What information we collect, use, and why
- Lawful bases and data protection rights
- Where we get personal information from
- How long we keep information
- Who we share information with
- How to complain

CONTACT DETAILS

Telephone 07775 775691
Email alex@lightbylexi.com

WHAT INFORMATION WE COLLECT, USE, AND WHY

We collect or use the following information to **provide services and goods, including delivery:**

- Names and contact details
- Photographs or video recordings

We collect or use the following information for **service updates or marketing purposes:**

- Names and contact details

LAWFUL BASES AND DATA PROTECTION RIGHTS

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

Your right of access - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)

Your right to rectification - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)

Your right to erasure - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)

Your right to restriction of processing - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)

Your right to object to processing - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)

Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

OUR LAWFUL BASES FOR THE COLLECTION AND USE OF YOUR DATA

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

WHERE WE GET PERSONAL INFORMATION FROM

- Directly from you
- Schools, colleges, universities or other education organisations, when taking school photographs.

HOW LONG WE KEEP INFORMATION

Customer and client information will be kept for five years, and you can request that your data is deleted at any time.

If you are a member of our newsletter mailing list, we will assume you wish to stay on the list and therefore won't delete you. You can easily unsubscribe in one step,

simply by clicking 'unsubscribe' at the top of the email, or by contacting us if you haven't got access to one of the newsletter emails.

WHO WE SHARE INFORMATION WITH

This **data processor** does the following activities for us: **GotPhoto UK** is a school and nursery photography software. It emphasises GDPR compliance in its features and policies, ensuring secure and privacy-focused handling of personal data, including automatically creating password-protected online galleries and providing resources for compliance. GotPhoto UK's privacy policy adheres to the European General Data Protection Regulation (GDPR).

Others we share personal information with:

- Publicly on our website, social media or other marketing and information media

We use photographs to showcase Light by Lexi's portfolio. We never publish photographs of minors without written consent from their legal guardian. If you don't want your photographs to be used in this way, please contact us and they will be removed immediately.

SHARING INFORMATION OUTSIDE THE UK

Where necessary, we may transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place.

For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using the contact information provided above.

Organisation name: useSession

Category of recipient: Online photography shoot booking system, where Light by Lexi uploads galleries to after a shoot

Country the personal information is sent to: USA

How the transfer complies with UK data protection law: Through the data bridge with the United States of America through the UK Extension to the EU-US Data Privacy Framework

HOW TO COMPLAIN

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>