

Website Privacy Policy

General Terms: If you provide us with information by using any online forms or in any other communication, we may use this information to send you details of products or services provided by www.rakphotographic.com or relevant third parties, that you have requested or which we believe may be of interest to you.

Any information that you provide to us will be held securely and will not be passed onto other parties. It will only be retained for as long as is required to deal with your request or to supply you with products or services provided by www.rakphotographic.com in accordance with all current legislation.

This Privacy Statement only applies to websites owned www.rakphotographic.com and not to any third party sites for which links may be provided on this website.

We will not transfer your information outside the European Economic Area, although we have no control over the route that the data will travel between your computer and our host website.

Google Analytics: On this website we may use the Google Analytics utility to measure and analyze information with respect to visits to our website. To that effect we may use your IP-address to collect, among other things, internet traffic data and data regarding your browser type and computer. In addition cookies may be used.

Cookies: A cookie is a small file that is stored on your computer when you visit a website. If you visit the website again, it is recognized as a repeat visit by means of the cookie. The cookie contains merely a unique number and therefore no personal data is collected. The cookie cannot be used to identify you on websites of third parties; including any analytic program we may use. We will not use the IP-addresses or cookies to identify you personally.

You can configure your web browser to refuse cookies, to delete cookies, or to be informed if a cookie is set. You can find out how to do this by clicking 'help' on your browser menu. We may use the services of the Google Analytics utility to increase the efficiency of our website and serve you better. For more information on Google Analytics and their privacy policy we would refer you to their website at www.google.com/analytics

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>

Facebook: My website may utilize the Facebook Like button functionality to share content. If a user clicks the Like button and logs into Facebook via my website, Facebook will leave a cookie on the user's computer. This is the same process as if the user logs into Facebook directly, or clicks like on any other website. Facebook's privacy policy is set out here www.facebook.com/about/privacy/

Legislative Considerations:

The Disability Discrimination Act: The World Wide Web Consortium (W3C) is an international consortium where member organizations, full-time staff, and the public work together to develop Web standards. They have developed a set of standards to ensure websites are built to best and common practices which also ensure people with disabilities can use and operate websites. <http://www.w3.org/>

The Data Protection Act: Defines UK law on the processing of people's data and is the main piece of legislation that governs the protection of personal data in the UK. It gives people the right to know what information is held about them and provides a framework to ensure that personal information is handled properly. www.gov.uk/data-protection/the-data-protection-act

The EU Ecommerce Directive: Is a policy for online service providers to ensure that customers can easily and quickly contact the service provider.

www.legislation.gov.uk/ukxi/2002/2013/contents/made

The Privacy and Electronic Communications Directive (E-Privacy Directive): Is an EU directive on data protection and privacy in the digital age. Article 13(1) of the Directive prohibits the sending of unsolicited commercial communications by fax or e-mail or other electronic messaging systems such as SMS and MMS unless the prior consent of the addressee has been obtained (opt-in system). www.legislation.gov.uk/ukxi/2011/1208/contents/made