

# Latitude Photography Privacy Policy

*Latest revision of this document: December 21, 2013*

Latitude Photography, is committed to protecting the privacy, accuracy and reliability of any Proprietary and Personal Information (hereinafter referred to as "Private Information") you choose to provide through our website, by e-mail, or verbally. In order to serve you as best as we can, we may ask you for certain Private Information. Your Private Information is kept confidential; we have developed information privacy practices that are described in detail in this policy. Latitude Photography maintains your Private Information in strict adherence with this policy.

**Please read this privacy policy carefully. By using Latitude Photography's services, you agree to the terms of this policy. If you do not agree with these terms, please do not disclose any Proprietary or Personal Information. This privacy policy may change from time to time. Should you have any questions about this policy or our data collection and use practices, please see the end of this document for our contact information.**

## **Our Commitment to Privacy**

Your privacy is important to us. To better protect your privacy we provide this Statement explaining our information practices and the choices you can make about the way your information is collected and used. To make this Statement easy to find, we make it available on our website ([www.LatitudePhotography.com/PrivacyPolicy.pdf](http://www.LatitudePhotography.com/PrivacyPolicy.pdf)) and on every page where our information collection practices are applicable.

## **Collection of Private Information**

It is not necessary to provide any Private Information that identifies you, to use our website (hereinafter referred to as "Site"). In general, you can visit our Site without telling us who you are or revealing any Private Information.

If you want, however, to access certain features offered through this Site, it may be necessary to provide Private Information, such as your name, address, and telephone number, and possibly other information. We also may ask for some Private Information when you send us a comment or question, or when you request information through our Site or by e-mail. If you do not want to give us any Private Information, you can choose not to use these features of our Site. The choice is yours. We are only interested in offering you convenient online services that match your interests and needs.

## **The Information We Collect**

Private Information is collected on certain pages of the Site. If you decide to contact Latitude Photography online to ask a question or learn more about services, you will find that the contact forms ask for certain types of Private Information to assist us in complying with your requests.

- Latitude Photography may ask you to provide Private Information, some optional, some required, on specific pages of the Site. The information requested may include your name, e-mail address, phone number, dates of requested shoots, shoot details, and your comments.

Further Private Information is collected during communication with you by e-mail, on the phone or during meetings.

- Latitude Photography may ask you to provide your Private Information as well as the Private Information of a third party, some optional, some required. The information requested may include names, ages, addresses, e-mail addresses, shipping information,

phone numbers, dates of events, event details, locations where the events will take place. When disclosing the Private Information of any third party, you must do so in accordance with your own privacy policy.

Images of you, any third party, your property or the property of the company you represent or the property of any third party, are also retained by Latitude Photography in an electronic format.

### **Use of Private Information**

We use your Private Information for four general reasons. *First*, we use Private Information to provide you with the services that you request. *Second*, we may use your Private Information to send you additional information about other products and services in which you might be interested. *Third*, we may use your information in aggregate form to help us evaluate and modify existing services, and to help us develop additional services that are likely to be of interest to our clients. *Fourth*, we may use your images for advertising purposes, to promote and develop Latitude Photography and its services. These may include amongst other promotional material and events: business cards, posters, ads, and website galleries.

You can always choose not to be contacted or if you later decide that you do not want your Private Information used for these purposes or your images used for further advertising, you may opt-out by sending an e-mail or letter to us. Please refer to Private Information: Access and Correction.

### **How We Use Private Information**

We use the Private Information you provide (summarized in "The Information We Collect") to provide you with the services that you request. Your Private Information will be shared with our employees and assistants. Your name, address and phone number may, when required, be shared with unrelated entities and/or business partners acting on our behalf to: (i) ship an order you have requested; (ii) collect debt or other payments; (iii) secure access to the location you requested. We do not share this information with unrelated entities except to the extent necessary to complete your transaction and, when we do share it, it is subject to their agreement to treat it as confidential business information and with the understanding that it may not be used for any purpose other than to perform their function.

### **Disclosure of Private Information**

We release Private Information when we believe release is appropriate to comply with the law.

### **Private Information: Access and Correction**

If you would like to access your Private Information, or request that your Private Information be modified, corrected or removed from our records, please contact Latitude Photography through our e-mail or the mailing address listed at the end of this document. Latitude Photography will make all reasonable efforts to respond within 30 days of your request. Latitude Photography will use reasonable efforts to supply you with this information and to correct any factual inaccuracies that you identify.

### **Our Commitment to Data Security**

Latitude Photography works hard to ensure that your Private Information is secure. The Information collected may be stored and/or transmitted electronically. No data transmission over the Internet can be guaranteed to be completely secure, we cannot guarantee the security of any information you transmit to us, and you transmit such information at your own risk.

## **Links to Other Sites**

As a convenience to our visitors, the Latitude Photography Site may contain links to a number of sites that we believe may offer useful information. When you click on one of these links, you will be transferred from the Latitude Photography Site and be connected to the website referenced by the link you selected. The Latitude Photography privacy policy is no longer applicable when you leave our Site by way of a link. Each of these linked sites maintains its own independent privacy policies and procedures, which you should consult before providing any of your Private Information.

## **Changes to Policy and Questions**

Latitude Photography reserves the right to modify, add or remove portions of this privacy statement at any time and its discretion. If we decide to change this policy, we will post those changes at this Site, which will be effective immediately upon posting. If you have any questions about our policy, this Site or its offerings, you may contact us online using our e-mail address: [info@latitudephotography.com](mailto:info@latitudephotography.com) or you may write to us via the following address:

Attn: Privacy Officer  
Latitude Photography  
163 Country Hills Dr. N.W.  
Calgary AB. T3K 4X3  
C A N A D A