

Heather Lauren Photography Inc. Privacy Policy

Latest revision of this document: April 30, 2006

Heather Lauren Photography Inc. ("HLP"), is committed to protecting the privacy, accuracy and reliability of any Personal 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 Personal Information. Your Personal Information is kept confidential; we have developed information privacy practices that are described in detail in this policy. Heather Lauren Photography Inc. maintains your Personal Information in strict adherence with this policy.

Please read this privacy policy carefully. By using HLP services, you agree to the terms of this policy. If you do not agree with these terms, please do not disclose any 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 click [here](#) 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 homepage (www.hlphotography.com/privacypolicy.htm) and on every page where our information collection practices are applicable.

Collection of Personal Information

It is not necessary to provide any information that identifies you (hereinafter referred to as "Personal Information") 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 Personal Information.

If you want, however, to access certain features offered through this Site, it may be necessary to provide Personal Information, such as your name, address, and telephone number, and possibly other information. We also may ask for some Personal 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 Personal 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

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

- Heather Lauren Photography Inc. may ask you to provide Personal 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, and your comments.

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

- Heather Lauren Photography Inc. may ask you to provide Personal Information, some optional, some required. The information requested may include your name, age, address, e-mail address, shipping information, phone number, dates of events, event details, locations where the events will take place, family information (including marital status), bridal party information (including ages, eg. 2 year old flower girl).

Images of you, and/or your guests at your event or function, are also retained by Heather Lauren Photography Inc. in a electronic format.

Use of Personal Information

We use your Personal Information for four general reasons. *First*, we use Personal Information to provide you with the services that you request. *Second*, we may use your Personal Information to send you additional information about our products or 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 Heather Lauren Photography Inc. and its products. These may included amongst other promotional material and events: business cards, posters, adds, and website galleries.

You can always choose not to be contacted or if you later decide that you do not want your Personal 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 Personal Information: Access and Correction.

How We Use Personal Information

We use the Personal Information you provide (summarised in “The Information We Collect”) to provide you with the services that you request. Your Personal 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) book an indoor location for your event. We do not share this information with non-HLP companies 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.

Heather Lauren Photography Inc. does not sell or otherwise directly profit from collected images. Our only gain is the advertising the images generate.

Disclosure of Personal Information

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

Personal Information: Access and Correction

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

Our Commitment To Data Security

Heather Lauren Photography Inc. works hard to ensure that your Personal Information is secure. Information collected during meetings or verbally is kept on paper rather than electronically (excluding: your name, address, phone, e-mail and purchased package, ie: information gather by our accounting software plus scanned or digital images). However, 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 Heather Lauren Photography Inc. 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 Heather Lauren Photography Inc. Site and be connected to the Site of the organization or company that you selected. The Heather Lauren Photography Inc. 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 Personal Information.

Changes to Policy and Questions

Heather Lauren Photography Inc. 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@hlphotography.com or you may write to us via the following address:

Attn: Privacy Officer
Heather Lauren Photography Inc.
163 Country Hills Dr. N.W.
Calgary AB. T3K 4X3
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