

Website Privacy Policy and Notice

This is the privacy policy of **SmythField Photography (Pty) Ltd trading as That's Me Photography**. In this document, "we" or "us" refers to SmythField Photography (Pty) Ltd trading as That's Me Photography.

We are company number **2014/165854/07** registered in South Africa.

Our registered office is at 3 Devon Valley Way, Table View, Cape Town, 7441

This is a policy to tell you our policy about all information that we record about you, and the images we store on our servers. It covers both information that could identify you and information that could not.

We are committed to protect your privacy and confidentiality. We understand that all users of our web site are quite rightly concerned to know that their data and images will not be used for any purpose unintended by them and will not fall into the hands of a third party.

If you think our policy falls short of your expectations or that we are failing to abide by our policy, **do please tell us by emailing us at info@thatsme.co.za**

We regret that if there are one or more points below with which you are not happy, your only recourse is to leave our web site immediately and send us a written request to remove your information and images from our servers.

Except as set out below, we do not share, or sell, or disclose to a third party, any personally identifiable information collected at this site.

1. General

That's Me Photography is a school photography company. We take annual photographs on behalf of the school, including but not limited to individual portraits, sibling portraits, class photos, sports team photos, cultural group photos as well as selected school events.

The photographs we take are stored on our secure servers and made available to parents and family members via our website and online store www.thatsme.co.za

All reasonable precautions are taken to ensure the security of these images and the personal information associated with these images:

- The photos are not publicly accessible – images can only be viewed by creating a personal login account and linking your child to your account
- During the account registration process, a new user is required to answer security questions about their child via our Identify Your Child process (such as name, surname, grade, class, date of birth) in order to access their child's photographs
- Once logged in, users (parents / family members) can only view photographs of their own children and photos of groups or school events that their own children appear in.

- Should a new user create an account and link a child to their account, our system automatically notifies, via email, all other users linked to that particular child that [email address] has registered to view [child's name]'s photos and requests that we are notified immediately. We will then immediately remove that user from our system.
- Photos that display on the website are all watermarked and cannot be downloaded without first being purchased.

Personal information

Here is a list of the information we collect from you, either through our web site, because you give it to us in some other way, or is provided to us by the school, and why it is necessary to collect it:

1. Business and personal information

This includes basic identification and contact information, all personal information of learners and their parents, such as but not limited to, name, surname, grade, class, date of birth, email addresses, student number, parent code and telephone numbers. We undertake to preserve the confidentiality of the information and of the terms of our relationship. It is not used for any other purpose. We expect you to reciprocate this policy.

SmythField Photography shall hold and maintain the Confidential Information in strictest confidence for the sole and exclusive use of providing secure access to the website www.thatsme.co.za, identifying and tagging the learners photographs on the website, corresponding with parents / users to direct them to www.thatsme.co.za in order to access and purchase their photographs. SmythField Photography shall carefully restrict access to Confidential Information and images to direct employees of That's Me Photography and the school, and under no circumstances will the information be shared with any third parties or used for any other purpose than outlined above.

We also sign a non-disclosure agreement with the school.

Information which does not identify any individual may be used in a general way by us or third parties, to provide class information, for example relating to demographics (such as Google Analytics) or usage of a particular page or service.

We keep information, which forms part of our business record for a minimum of six years. That is because we are legally required to keep it for this period of time.

We use Secure Sockets Layer (SSL) certificates to verify our identity to your browser, and to encrypt all data and images. Our SSL certificate encryption level is 256-bit.

We keep your password encrypted on our servers and we do not have access to, nor can we view your password.

2. Your domain name and e-mail address

This information is recognised by our servers and the pages that you visit are recorded. We shall not under any circumstances, divulge your e-mail address to any person who is not an employee or contractor of ours and who does not need to know, either generally or specifically. This information is used:

- to correspond with you or deal with you as you expect;
- in a collective way not referable to any particular individual, for the purpose of quality control and improvement of our site;
- to send you news about the services to which you have signed up;
- to tell you about other of our services or services of sister web sites.

3. Information you post on our website

Information you send to us by posting to a forum or blog or in your advertisement, is stored on our servers. We do not specifically use that information except to allow it to be read, but you will see in our terms and conditions that we reserve a right to use it in any way we decide.

4. Website usage information

We may use software embedded in our website (such as JavaScript) to collect information about pages you view and how you have reached them, what you do when you visit a page, the length of time you remain on the page, and how we perform in providing content to you. We do not presently associate such information with an identifiable person.

5. Financial information relating to your credit cards

This information is never taken by us either through our website or otherwise. At the point of payment, you are transferred to a secure page on the payment gateway website of Payfast (www.payfast.co.za) or some other reputable payment service provider. That page may be dressed in our "livery", but it is not controlled by us. Our staff and contractors never have access to it.

6. Third party advertising

Currently, no third parties advertise on our web site. Should this change in future, those parties, their agents or other companies working for them may use technology that automatically collects your IP address when they send an advertisement that appears on our site to your browser. They may also use other technology such as cookies or JavaScript to personalise the content of, and to measure the performance of their adverts. We do not have control over these technologies or the data that these parties obtain. Accordingly, this privacy notice does not cover the information practices of these third parties.

7. Information we obtain from third parties

Although we do not disclose your personal information to any third party (except as set out in this notice), we do receive data which is indirectly made up from your personal information, from software services such as Google Analytics and others. No such information is identifiable to you.

8. Content you provide to us with a view to be used by third party

If you provide information to us with a view to it being read, copied, downloaded or used by other people, we accept no responsibility for what that

third party may do with it. It is up to you to satisfy yourself about the privacy level of every person who might see your information. If it is available to all the World, you have no control whatever as to how it is used.

9. Cookies

Cookies are small text files that are placed on your computer's hard drive through your web browser when you visit any web site. They are widely used to make web sites work, or work more efficiently, as well as to provide information to the owners of the site.

Like all other users of cookies, we may request the return of information from your computer when your browser requests a web page from our server. Cookies enable our web server to identify you to us, and to track your actions and the pages you visit while you use our website. The cookies we use may last for a single visit to our site (they are deleted from your computer when you close your browser) or may remain on your computer until you delete them or until a defined period of time has passed.

Although your browser software enables you to disable cookies, we recommend that you allow the use of cookies in order to take advantage of the features of our website that rely on their use. If you prevent their use, you will not be able to use all the functionality of our website. Here are the ways we use cookies:

- to record whether you have accepted the use of cookies on our web site. This is solely to comply with the law. If you have chosen not to accept cookies, we will not use cookies for your visit, but unfortunately, our site will not work well for you.
- to allow essential parts of our web site to operate for you.
- to operate our content management system.
- to operate the online notification form - the form that you use to contact us for any reason. This cookie is set on your arrival at our web site and deleted when you close your browser.
- to collect information about how visitors use our site. We use the information to improve your experience of our site and enable us to increase visitors and sales. This cookie collects information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from, and the pages they visited.
- to record that a user has viewed a web page. It collects information in an anonymous form. This cookie expires when you close your browser.
- to record your activity during a session. An example is as to whether you have asked a question or provided an opinion by ticking a box. This information is retained so that we can serve your information to you when you return to the site. This cookie will record an anonymous ID for each user, but it will not use the information for any other purpose. This cookie will last for three months, when it will delete automatically.
- to store your personal information so that you do not have to provide it afresh when you visit the site next time. This cookie will last for 90 days.
- to enable you to watch any help videos we have placed on YouTube. YouTube will not store personally identifiable cookie information when you use YouTube's privacy-enhanced mode.

10. Sending a message to our support system

When you send a message, we collect the data you have given to us in that message in order to obtain confirmation that you are entitled to receive the information and to provide to you the information you need. We record your request and our reply in order to increase the efficiency of our business / organisation.

11. Complaining

When we receive a complaint, we record all the information you have given to us. We use that information to resolve your complaint. If your complaint reasonably requires us to contact some other person, we may decide to give to that other person some of the information contained in your complaint. We do this as infrequently as possible, but it is a matter for our sole discretion as to whether we do give information, and, if we do, what that information is. We may also compile statistics showing information obtained from this source to assess the level of service we provide, but not in a way that could identify you or any other person.

12. Job application and employment

If you send us information in connection with a job application, we may keep it for up to three years in case we decide to contact you at a later date. If we employ you, we collect information about you and your work from time to time throughout the period of your employment. This information will be used only for purposes directly relevant to your employment. After your employment has ended, we will keep your file for six years before destroying or deleting it.

13. Affiliate information

This is information given to us by you in your capacity as an affiliate of us or a customer or client of ours. Such information is retained for business use only. We undertake to preserve the confidentiality of the information and of the terms of our relationship. It is not used for any other purpose. We expect any affiliate to agree to reciprocate this policy.

14. Use of site by children

We do not market to children, nor do we sell products or services for purchase by children. We do sell products and services for end use by children, but for purchase by adults. If you are under 18, you may use our site only with express permission by a parent or legal guardian. We are subject to the law like everyone else. We may be required to give information to legal authorities if they so request or if they have the proper authorisation such as a search warrant or court order.

15. Compliance with the law

This confidentiality policy has been compiled so as to comply with the law of every jurisdiction in which we aim to do business. If you think it fails to satisfy the law of your country, we should like to hear from you, but ultimately it is your choice as to whether you wish to use our website.

16. Review or update personally identifiable information

At any time you may review or update the personally identifiable information that we hold about you, by contacting us at info@thatsme.co.za or by logging in to your account and clicking on My Profile. To better safeguard your information, we will also take reasonable steps to verify your identity before granting access or making corrections to your information.

17. Removal of your information

If you wish us to remove personally identifiable information from our web site, you may contact us at info@thatsme.co.za. To better safeguard your information, we will also take reasonable steps to verify your identity before granting access or making corrections to your information.

18. Data may be “processed” outside South Africa

Our web sites are hosted in South Africa. We also use outsourced services in countries outside South Africa (such as Amazon web services and various email delivery service providers). Accordingly data obtained within South Africa may be “processed” outside South Africa and data obtained in any other country may be processed within or outside that country.

19. Liability / Indemnity

While every reasonable effort is made to ensure the security of your data and images, That’s Me and/or any of its service providers will not be held liable for a breach of data due to illegal and/or unauthorised access to its systems.

If you have any question regarding the privacy policy, please contact us by emailing info@thatsme.co.za