LEO’S Photography Privacy Policy

LEO's privacy policy outlines how information about you is collected, used, and protected.

LEO’S Photography, (“LEO’S”) takes the protection of our customer’s privacy seriously. This privacy policy (the “Privacy Policy”) informs you of our policies regarding the collection, use, and disclosure of all personally identifiable information (“Personal Data") and other data that is provided to us through use of our websites and data provided by organizations engaging LEO’S in photography and yearbook services.

Your Rights

Certain state laws (such as the California Consumer Privacy Act) provide consumers with specific rights regarding their Personal Data. This section of the Privacy Policy describes your rights and explains how to exercise those rights.

Access to Specific Information and Data Portability Rights

You have the right to request that LEO’S disclose certain information to you about our collection and use of your Personal Data over the past 12 months. Once LEO’S receives and confirms your verifiable consumer request, we will disclose to you:

* The categories and specific pieces of Personal Data we collected about you
* The categories of sources for the Personal Data we collected about you
* Our business or commercial purpose(s) for collecting that Personal Data
* The categories of third-parties with whom we share that Personal Data
* If we shared or disclosed your Personal Data for a business purpose, the Personal Data categories that each category of recipient obtained

Requests for access are free of charge and may take up to 45 days to process. Organization Data that is furnished by a school or organization is owned by such organization, and any requests for such Organizational Data should be directed to your affiliated school or organization.

Deletion of Information

You have the right to request to have any Personal Data that LEO’S Photography has collected from you deleted. The right to data removal may not be available in the following circumstances:

* The data is needed to fulfill an order for you
* The data is required to be retained under federal, state and local tax laws
* The data is required to be retained to comply with other legal requirements

Exercising Access, Data Portability, and Deletion Rights

To exercise access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

* Calling us at 1-800-448-9938
* Emailing us at leos@leosphotography.com

LEO’S Photography cannot respond to your request or provide you with Personal Data if we cannot verify your identity or authority to make the request and confirm the Personal Data relates to you. Therefore, your request must provide sufficient information that allows LEO’S Photography to reasonably verify you are the person about whom we collected Personal Data or are an authorized representative of such person.

Non-Discrimination

LEO’S Photography will not discriminate against you for exercising any of your privacy rights. Unless permitted by applicable privacy laws, we will not:

* Deny you goods or services
* Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties
* Provide you a different level or quality of goods or services
* Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services

However, LEO’S Photography may offer you certain financial incentives permitted by applicable privacy laws that can result in different prices, rates, or quality levels. Any legally-permitted financial incentive we offer will reasonably relate to your Personal Data’s value and contain written terms that describe the program’s material aspects. Participation in a financial incentive program requires your opt-in consent, which you may revoke at any time.

Personal Data Collection

Information You Provide

We collect information from you when you use LEO’S Photography services. This includes visiting our websites, filling out an order envelope and contacting customer support. Some of this is personal information, data that uniquely identifies you. Some or all of the following information may be collected:

* Name
* Physical Address
* Email Address
* Phone Number(s)
* Payment information
* Family member name and relationship information
* Information about school or organizations you are affiliated with
* Job Title/Role
* Organization Name

| Processing Purpose/Activity | Description |
| --- | --- |
| Order Fulfillment | Producing and shipping orders to you |
| Payment Processing | Processing credit cards, checks and other forms of payment |
| Support | Providing support regarding photography and yearbook services |
| Organization Products and Services | Providing products and services to Schools and Organizations |

Information From Other Sources

LEO’S Photography provides photography and yearbook services to schools and organizations. An organization may provide information ("Organizational Data") to LEO’S Photography for the purpose of providing photography and yearbook services. Organizational data is used for the following:

| Processing Purpose/Activity | Description |
| --- | --- |
| Image Identification | Associating a photo with the information regarding individual(s) in the photo |
| Products | Creating products that utilize personal information in the product design |
| Packaging and Shipping | Using data to sort and ship orders |
| Yearbooks | Providing software, tools and services for the creation of yearbooks |
| Organization Products and Services | Providing products and services to Schools and Organizations |

LEO’S Photography offers yearbook publishing services. These yearbooks are a custom product created as a collaboration between LEO’S Photography and the School or Organization. You may provide photos or other personal information in the creation of the yearbook. This information is used only for the creation of the yearbook and not sold or distributed to non-affiliated third-parties.

Other Information About You

When you visit the LEO’S Photography website we collect information used to operate, monitor, secure and enhance our systems. This systems operations data includes log files, event files, systems diagnostics and trace information. We also use data analytics to improve our products/services, customer relationships and customer experience. The following personal information may be included in this systems operations data.

* IP Address
* Information about the device/browser used to access the service
* Information about referring/exit web pages and URLs
* Information about the location of your web request
* Information about clicks and behavior using the service

Cookies

In operating our services we may use cookies. Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer’s hard drive. Like many sites, we use “cookies” to collect some of the information detailed above. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. We may use Google Analytics, a web analytics service provided by Google, Inc. (“Google”) to help us analyze how users use our Service. Google will use this information it collects for the purpose of evaluating your use of our Service, compiling reports on Service activity and providing other related services. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. To modify cookie preferences, please visit our Cookie Policy page.

Data Sharing

Do Not Sell My Personal Information

LEO’S Photography does not sell, rent, or share personal data with third party Advertisers for their own marketing purposes.

Third-Parties

LEO’S Photography does not sell your personal information to any third-party. LEO’S Photography maintains a current list of personal data sub-processors authorized to process personal data for LEO’S Photography’s services. For purposes of transparency and clarity, LEO’S Photography performs due diligence on the information security practices and data protection compliance of all third-party sub-processors and requires each to commit to written obligations regarding their security controls and applicable regulations for the protection of personal data.

Data Security

We take reasonable and appropriate measures to protect Personal Data from loss, misuse and unauthorized access, disclosure, alteration and destruction. These measures are appropriate to the risks involved and the nature of the Personal Data. Although LEO’S Photography seeks to protect the privacy of others who use our Service, there is inherent risk in internet based activities so there is no 100% guarantee of absolute security.

Do Not Track

We may (and we may allow third party service providers to) use cookies or similar technologies to collect information about your browsing activities over time and across different websites following your use of our Service. LEO’S Photography websites do not respond to “Do Not Track” (DNT) signals and operate as described in this Privacy Policy whether or not a DNT signal is received. If we do so in the future, we will describe how we do so in this Privacy Policy.

Children

LEO’S Photography does not knowingly collect Personal Data from children under the age of 16. If you are under the age of 16, please do not submit any Personal Data through any LEO’S Photography service. We encourage parents and legal guardians to monitor their children’s Internet usage and to help enforce our Privacy Policy by instructing their children never to provide Personal Data on LEO’S Photography websites without their permission. If you have reason to believe that a child under the age of 16 has provided Personal Data to LEO’S Photography, please contact us, and we will delete that information.

Third Party Sites

This Privacy Policy applies only to the Service. The Service may contain links to other web sites and/or services not operated or controlled by LEO’S Photography (the “Third Party Sites”). The policies and procedures we described here do not apply to the Third Party Sites. The links from the Site do not imply that we endorse or have reviewed the Third Party Sites. We suggest contacting those sites directly for information on their privacy policies.

Third Party Analytics

LEO’S Photography has engaged Google Analytics to provide website analytics. We use this data to build better products for our customers.

Google Analytics is used to monitor and analyze web site traffic. It collects data by using a cookie on a web site visitor's web browser. This provides information such as how many users we have, where they are from and which pages they click on. <https://policies.google.com/privacy>

Changes/Updates

The Service and our business may change from time to time. As a result, at times it may be necessary for LEO’S Photography to make changes to this Privacy Policy. We reserve the right to update or modify this Privacy Policy at any time and from time to time without prior notice. Please review this policy periodically, and especially before you provide any Personal Data. This Privacy Policy was last updated on the date indicated below. Your use of the Service after any changes or revisions to this Privacy Policy shall indicate your agreement with the terms of such revised Privacy Policy.

Effective Date: Sept 6, 2022

Contact Us

Please feel free to contact us if you have any questions about our Privacy Policy or the information practices of LEO’S Photography.