



## Privacy Policy

**Effective Date:** 09/21/2025

**Last Updated:** 09/21/2025

### Introduction

This Privacy Policy describes how **Carla Funk Photography** ("we," "our," or "us") collects, uses, and protects your personal information when you visit our website [www.carlafunkphotography.com](http://www.carlafunkphotography.com) or use our photography services. We are located in **Abingdon, Virginia**, and are committed to protecting your privacy and personal data.

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### Information We Collect

#### Information You Provide Directly

- **Contact Information:** Name, email address, phone number, and mailing address
- **Event Details:** Wedding dates, event locations, special requests, and preferences
- **Payment Information:** Billing address and payment details (processed securely through third-party payment processors)
- **Communication Records:** Messages, emails, and other communications between you and our business
- **Survey Responses:** Feedback and testimonials you choose to provide

#### Information Collected Automatically

- **Website Usage Data:** Pages visited, time spent on site, browser type, and device information
- **IP Address:** Your Internet Protocol address and general geographic location
- **Cookies:** Small files stored on your device to improve website functionality and user experience

## Photography-Related Information

- **Image Metadata:** Technical information embedded in photographs (location, camera settings, timestamps)
  - **Event Attendance:** Names and likenesses of individuals appearing in photographs
  - **Location Data:** Venue information and shooting locations
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## How We Use Your Information

We use your personal information to:

- **Provide Photography Services:** Schedule sessions, coordinate events, and deliver finished photographs
  - **Communication:** Respond to inquiries, send confirmations, and provide customer support
  - **Business Operations:** Process payments, maintain client records, and manage contracts
  - **Marketing:** Send newsletters, promotional materials, and updates about our services (with your consent)
  - **Website Improvement:** Analyze site usage to enhance user experience and functionality
  - **Legal Compliance:** Meet regulatory requirements and protect our legal interests
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## Photography-Specific Uses

- **Portfolio and Marketing:** Display selected photographs on our website, social media, and marketing materials
  - **Client Galleries:** Provide secure online galleries for viewing and downloading images
  - **Print Services:** Fulfill orders for prints, albums, and other photography products
  - **Backup and Storage:** Maintain secure copies of your photographs for delivery and archival purposes
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## Information Sharing and Disclosure

We do not sell, rent, or trade your personal information to third parties. We may share your information only in the following circumstances:

### Service Providers

## **We work with trusted third-party vendors who assist us in:**

- **Payment Processing:** Secure handling of credit card and other payment transactions
- **Website Hosting:** Cloud storage and website maintenance services
- **Email Services:** Newsletter distribution and client communication platforms
- **Print Fulfillment:** Professional printing and album creation services

## **Legal Requirements**

We may disclose your information when required by law, court order, or government regulation, or to protect our rights, property, and safety.

## **Business Transfers**

In the event of a merger, acquisition, or sale of our business, your information may be transferred to the new owner, provided that you receive appropriate notice.

## **Consent**

We may share your information when you have given explicit consent for specific purposes, such as featuring your photos in our portfolio or testimonials on our website.

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## **Data Security**

We implement appropriate technical and organizational measures to protect your personal information, including:

- **Encryption:** Secure transmission of sensitive data using SSL/TLS protocols
  - **Access Controls:** Limited access to personal information on a need-to-know basis
  - **Secure Storage:** Professional-grade backup systems and cloud storage with encryption
  - **Regular Updates:** Keeping our systems and security measures current
  - **Physical Security:** Secure storage of physical materials and equipment
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## **Image Rights and Model Releases**

### **Photography Rights**

- We retain copyright to all photographs taken during our services

- Clients receive usage rights as specified in our photography contracts
- We reserve the right to use photographs for portfolio, marketing, and promotional purposes unless otherwise agreed upon in writing

## Model Releases

- By engaging our services, you acknowledge that individuals appearing in photographs may be recognizable
  - For commercial use of images featuring identifiable individuals, appropriate model releases will be obtained
  - Parents or guardians provide consent for minors appearing in photographs
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## Your Privacy Rights

### Virginia Residents

Under Virginia law, you may have certain rights regarding your personal information, including:

- **Access:** Request information about what personal data we have collected about you
- **Correction:** Request correction of inaccurate or incomplete personal information
- **Deletion:** Request deletion of your personal information (subject to legal and contractual obligations)
- **Opt-Out:** Unsubscribe from marketing communications at any time

### General Rights

All users may:

- **Update Information:** Modify your contact details and preferences in your client account
  - **Communication Preferences:** Choose how and when we contact you
  - **Cookie Settings:** Manage cookie preferences through your browser settings
  - **Account Deletion:** Request removal of your information from our systems (subject to retention requirements)
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## Data Retention

We retain your personal information for as long as necessary to:

- Fulfill the purposes outlined in this Privacy Policy
- Comply with legal, regulatory, and contractual obligations
- Resolve disputes and enforce our agreements

### Typical Retention Periods:

- **Client Information:** 7 years after final service delivery
  - **Photography Files:** 5-10 years for archival and reprint purposes
  - **Financial Records:** As required by tax and business regulations
  - **Marketing Communications:** Until you opt out or request removal
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## Cookies and Tracking Technologies

### Our website uses cookies and similar technologies to:

- **Essential Functions:** Enable basic website features and security
- **Analytics:** Understand how visitors use our website to improve functionality
- **Marketing:** Remember your preferences and provide relevant content
- **Social Media:** Enable sharing of content on social platforms

You can control cookies through your browser settings, though some website features may not function properly if cookies are disabled.

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## Third-Party Links and Services

Our website may contain links to external websites, social media platforms, and third-party services. This Privacy Policy does not apply to these external sites, and we are not responsible for their privacy practices. We encourage you to review the privacy policies of any third-party services you use.

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## Children's Privacy

Our photography services are suitable for children, but our website is not intended for individuals under 13 years of age. We do not knowingly collect personal information from children under 13 without parental consent. If we become aware that we have collected information from a child under 13, we will take steps to delete such information promptly.

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## Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, services, or legal requirements. We will notify you of material changes by:

- Posting the updated policy on our website
- Sending email notifications to registered clients
- Updating the "Last Updated" date at the top of this policy

Your continued use of our services after changes take effect constitutes acceptance of the revised Privacy Policy.

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## Contact Information

**If you have questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:**

**Carla Funk Photography**

**Address:** 21180 Green Spring Rd, Abingdon, VA 24211

**Phone:** (276) 451-0382

**Email:** [carla@carlafunkphotography.com](mailto:carla@carlafunkphotography.com)

**Website:** [www.carlafunkphotography.com](http://www.carlafunkphotography.com)

For privacy-specific inquiries, please include "Privacy Policy" in the subject line of your email.