

Privacy Policy

Please read the our privacy policy carefully. It sets out how we use and protect any information that you give us when you use our website.

Protecting your Privacy

Our website doesn't invade your privacy.

It doesn't use cookies, javascript, ip monitoring or anything else to gather, track or store personal information about you or your web surfing habits. It doesn't contain adverts or links to ad-servers, which do. It doesn't analyse, collect, collate, homogenise or dissect the things you search for, buy or like. It doesn't ask you "security" questions that it doesn't need to know the answers to, just to grab the data. It doesn't treat you as a demographic or like an number.

When we do need to collect personal information from - like when you place an order with us - we will be as upfront about this as we can. We will make it clear, we are collecting personal information and will explain what we intend to do with it.

We think that's the way all websites should be.

Cookies

Our website, like most modern websites, uses cookies.

However, none of the cookies that are initiated by our website store, set or track information that could personally identify you.

By and large, the cookies used on this site are created to handle really mundane techie things, like session id's, which your web browser uses to ensure that it doesn't repeatedly download files that it has already stored in its cache. Yawn.

Cookies can also be set by 3rd parties. This is because the information on one website can include information from another website. We are not responsible for cookies set by 3rd parties.

Cookies, somehow, seem scary... because they're files put on your computer and their contents are often encrypted. But, the reality is that they are just little text files and if you don't want/like/need them, you can just delete them. If you're a Windows user, [CCleaner](#) is good at this.

Additionally, most web browsers allow some control over how and when cookies are set. Firefox is particularly good at this.

There's loads more about cookies, including how to see what cookies a website sets and how to manage and delete them, at www.allaboutcookies.org.

Anonymous Information

When someone visits www.berkhamsted-imaging.co.uk (or one our other domains) our ISP collects standard internet log information and details of visitor behaviour patterns. We have access to this information and may use it to find out things like as the number of visitors to the various parts of the site. This information is collected in a way which does not personally identify you.

Personal Information

The only personal information we record or keep is the information you choose to give us when you place an order, submit a question or request information from us, via e.mail or the website. This may include your name, address, telephone numbers, delivery information, email addresses and order information. We use this information for the normal things connected with running our business that you'd expect, like internal accounting, stock checks and, of course, to meet your order.

We're not interested in which brand of fizzy pop you like or whether you went to East Timor on your Easter Holiday (unless you took some great pictures while you were there and want to get them printed).

We do not record or keep sensitive payment information e.g. credit card numbers. Payments made via the website are handled by a trusted 3rd party of your choosing.

We will not sell, distribute or lease your personal information to any third party. Ever.

We will not pass on your personal information to any third party. Ever. Unless we're required by law or ordered by a Judge to do so. And, well, if you've done something sufficiently naughty that a Judge is ordering the production of records from your friendly, neighbourhood photo shop, then frankly, you've got bigger problems to worry about, than what our privacy policy says.

Links to other websites

Our website contains links to other websites. Unsurprisingly, we are not responsible for the protection and privacy of any information

which you provide to any other websites.

You should, of course, be careful about any information you disclose to other website and check the website in question's own privacy policy, before giving out personal information.

Data Protection

Any personal information about you that we store is kept securely. We have put in place physical, electronic and managerial safeguards to prevent unauthorised access or disclosure of this information which are proportionate to the sensitivity of the data we hold.

Under the Data Protection Act 1998, you may request details of any personal information which we hold about you. Requests must be made in writing. You will be required to provide proof of your identity and a fee will be payable. If you would like a copy of the information we hold, if any, please write to DPA Requests, Berkhamsted Imaging, 226 High Street, Berkhamsted HP4 1AG.

If you think any information we are holding about you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.