

InstantImages Information Management & Privacy Guidelines

Service

Our interactive photography service offers instant and private delivery of professional event photos to attendees by providing a mobile phone number or email address one time. Guests then - on their own device - receive the option on their own device to enlist in a seamless, instant custom-branded photo delivery experience where all of their photos throughout the event are automatically sent to their personal web gallery, in as little as 5 seconds of the photo being taken. Delivery of photos can alternatively be scheduled for a later point in time.

Technology

We make use of the latest in wireless transfer technologies paired with an AI-powered photo distribution system to enable real-time private automated photo sharing. The engine behind our platform uses machine learning technology leveraging contextual information as well as both biometric and non-biometric pattern recognition technologies.

Collected Information

- Personal Information provided by guests (email or mobile phone numbers)
- "Biometric identifiers" or "biometric information" derived from photos, as those terms are defined in the USA Biometric Information Privacy Act ("BIPA"), 740 ILCS 14/1, and we are GDPR compliant as the User consents when registering themselves.
- Non-Biometric Identifiers derived from photos
- Contextual information derived from event information and image files
- Cookies; Analytics. A cookie is a small file which is placed on your computer's hard drive.
- Log File Information
- Device Identifiers



Opt-In

Use of our platform is opt-in; in order to make use of our platform's recognition technologies and to be spotted in photos, guests are required not only to (A) provide contact information verbally but to also (B) subsequently opt-in from their own device consenting to make use of our platform. We are compliant with the most stringent of biometric privacy laws within the United States, based upon the Biometric Information Privacy Act ("BIPA"), and this consent means we are GDPR compliant.

Opt-Out

Individuals have the right to cancel their services at any time by (A) navigating to "Preferences" at the bottom of their gallery or (B) by emailing a member of our team.

Use of Collected Information

Phone numbers and any information derived from photos are expressly used only for creating one's private photo gallery. Contact information is not sold or made available to any third party beyond those directly supporting the photo delivery system.

How Information is Managed

Information is stored anonymously on our platform using industry best practices and encryption technologies. Galleries will generally be made available for a minimum of 6 months, and no longer than 3 years. Upon client request, information from a given event may be wiped from our system after 7 days.

For additional information, please contact:

John Brookes

InstantImages

instantimages4@gmail.com

Phone: 07591 061124

