



PRIVACY POLICY

How Valorframe Property Visuals collects, uses, stores and protects personal information.

Business	Picturebyck Limited trading as Valorframe Property Visuals
Company number	15922094
Registered office	79 College Road, Harrow, England, HA1 1BD
Privacy contact	info@valorframe.co.uk
Last updated	July 2026

1. WHO WE ARE

Valorframe Property Visuals provides property photography, floor plans, video tours, property reels, aerial visuals, virtual staging, EPC coordination and related property-marketing services. Valorframe Property Visuals is a trading name of Picturebyck Limited.

For the purposes of UK data protection law, Picturebyck Limited is the controller of the personal information described in this policy. This means we decide why and how that information is used.

2. INFORMATION WE MAY COLLECT

Depending on how you contact or use our services, we may collect:

- **Identity and contact details:** your name, business name, email address, telephone number and billing details.
- **Booking and property details:** appointment date, property address, access instructions, selected services and information needed to complete the booking.
- **Client or occupier information:** vendor, landlord, tenant, host or property-contact details supplied for access and service delivery.
- **Communications:** emails, messages, telephone notes, enquiries, feedback, complaints and revision requests.
- **Payment and transaction information:** records of invoices, payments, refunds and amounts due. Card details may be processed directly by our payment provider rather than stored by us.
- **Website and technical information:** IP address, browser information, device details, referral source, cookie preferences and website-usage information where applicable.
- **Visual and property content:** photographs, video, aerial footage, floor-plan information and other materials created or supplied as part of a booking.

3. HOW WE COLLECT INFORMATION

- When you make an online booking, request a quotation or complete a contact form.
- When you contact us by email, telephone, WhatsApp, social media or another communication channel.

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- When an estate agent, landlord, homeowner, developer or other client provides your details for property access or service coordination.
 - When we visit a property and complete the services included in a booking.
 - Through payment, scheduling, file-delivery, analytics and other service providers used to operate our business.

4. WHY WE USE YOUR INFORMATION

We only use personal information where we have a lawful reason to do so. Depending on the activity, we may rely on performance of a contract, steps requested before entering a contract, compliance with a legal obligation, our legitimate business interests or consent.

- To respond to enquiries, prepare quotations and manage bookings.
- To visit the property, coordinate access and provide the selected services.
- To edit, prepare, deliver and support photography, floor plans, video and other property-marketing assets.
- To issue invoices, process payments and maintain accounting and business records.
- To communicate about appointments, delivery, amendments, service updates and customer support.
- To manage complaints, disputes, insurance matters, fraud prevention and legal claims.
- To maintain and improve our website, booking process, services and customer experience.
- To send marketing communications where permitted and to respect any request to stop receiving them.

5. SHARING YOUR INFORMATION

We may share personal information only where reasonably necessary to provide our services, operate the business or meet legal requirements.

- Photographers, videographers, editors, floor-plan producers, accredited EPC assessor partners and other approved contractors involved in your booking.
- Scheduling, payment, accounting, customer-management, cloud-storage, file-delivery, website-hosting, email and communications providers.
- Professional advisers, insurers, auditors, regulators, law-enforcement bodies or courts where required.
- A purchaser, investor or professional adviser if the business is reorganised, sold or transferred, subject to appropriate confidentiality safeguards.

Our service providers may only use information for the agreed purpose and must protect it appropriately.

6. PROPERTY IMAGES AND MARKETING CONTENT

Property photographs, video and other visual assets may contain information connected with a property or its occupants. Clients are responsible for ensuring the property is ready to be photographed and that they have the necessary authority to arrange the appointment and provide access.

We will not use identifiable private information for unrelated purposes. Any use of completed work in our portfolio, website or marketing will be managed in accordance with our agreement with the client and any applicable permissions or objections.

7. INTERNATIONAL DATA TRANSFERS

Some technology and service providers may store or process information outside the United Kingdom. Where this happens, we take reasonable steps to ensure appropriate legal safeguards are in place, such as recognised adequacy arrangements or approved contractual protections.

8. HOW LONG WE KEEP INFORMATION

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, including service delivery, customer support, accounting, tax, insurance, dispute-resolution and legal requirements.

Retention periods vary according to the type of information. When information is no longer required, we will securely delete, anonymise or restrict it where appropriate.

9. DATA SECURITY

We use reasonable organisational and technical measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure. Access is limited to people and service providers who need the information for legitimate business purposes.

No method of internet transmission or electronic storage is completely secure. Although we take appropriate precautions, we cannot guarantee absolute security.

10. YOUR DATA-PROTECTION RIGHTS

Depending on the circumstances, UK data protection law may give you rights to:

- Request access to the personal information we hold about you.
- Ask us to correct inaccurate or incomplete information.
- Ask us to delete information where there is no lawful reason for us to keep it.
- Request restriction of how we use your information in certain circumstances.
- Object to processing based on legitimate interests or to direct marketing.
- Request transfer of certain information in a structured, commonly used format.
- Withdraw consent at any time where consent is the lawful basis, without affecting earlier lawful processing.

These rights are not absolute and may be subject to legal exemptions. We may ask for information to confirm your identity before responding.

11. MARKETING COMMUNICATIONS

We may contact business clients about relevant services where this is permitted by law. Marketing emails or messages will include a clear way to opt out. You can ask us to stop marketing at any time by contacting us.

12. COOKIES AND WEBSITE TECHNOLOGIES

Our website may use cookies and similar technologies to operate essential functions, remember preferences, understand website performance and support marketing features.

Strictly necessary cookies may be used without consent. Non-essential cookies, including analytics or advertising cookies, should only be activated after the visitor has made a valid choice through the website's cookie controls. More detailed information should be provided in a separate cookie notice or preference centre.

13. THIRD-PARTY LINKS

Our website or communications may contain links to websites, booking tools, payment services, social-media platforms or other third-party services. Those organisations operate under their own privacy policies, and we are not responsible for their practices.

14. COMPLAINTS

Please contact us first if you have concerns about how we use your personal information so we can try to resolve the matter.

You also have the right to complain to the Information Commissioner's Office, the UK supervisory authority for data protection. Current contact information and complaint options are available through the ICO website.

15. CHANGES TO THIS POLICY

We may update this privacy policy to reflect changes to our services, technology, legal obligations or business practices. The latest version will be published on our website with an updated revision date.

Privacy questions or requests?
Contact Valorframe Property Visuals at info@valorframe.co.uk.