



LUNAR LENS
creative agency

PRIVACY STATEMENT

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Version: 2025.1

Effective as of: 15.11.2025.

1. Introduction

Lunar Lens Creative Agency (“Lunar Lens”, “we”, “our”) is committed to protecting your personal data and handling it with transparency, care, and in accordance with applicable data protection laws, including the General Data Protection Regulation (GDPR).

This Privacy Statement explains:

- what personal data we process,
- why we process it,
- how long we keep it,
- how we protect it,
- and what rights you have as a data subject.

E-mail: office@lunarlenscreative.com

2. Data Controller

Lunar Lens Creative Agency
De Nieuwe Erven 3
5431NV Cuijk
The Netherlands
Chamber of Commerce: 97702838
VAT ID: NL0055284346B59

3. Personal data we process

We only process personal data that is necessary to perform our Services or comply with legal obligations.

We may process the following data:

3.1 Contact and business information

- Name
- E-mail address
- Phone number
- Business name
- Invoicing details
- Social media handles or usernames

3.2 Project-related information

- Information you provide in intake forms, creative briefings, or through e-mail
- Brand details, style preferences, reference material
- Written instructions, feedback, and communication history

3.3 Visual material

- Photos, video footage, audio recordings, and other media created during the execution of our Services
- Images you voluntarily provide for use in design or creative projects
- Images of individuals attending events or participating in shoots, where applicable

3.4 Technical data

- Website analytics (anonymous or pseudonymized where possible)
- Device, browser, and interaction data
- IP address (only when technically required for security or analytics)

3.5 Administrative and contractual data

- Signed contracts and agreements
- Payment and transaction records
- Invoices and financial data necessary for tax and accounting obligations

4. Purposes and legal bases for processing

4.1 Performance of a contract (Art. 6(1)(b) GDPR)

We process data to:

- create and deliver creative work (branding, photography, videography, etc.)
- communicate regarding projects
- send invoices and manage payments
- provide access to files and deliverables
- adjust work based on your feedback

4.2 Legitimate interests (Art. 6(1)(f) GDPR)

We may process data for:

- internal administration
- project organisation and planning
- improving our Services
- securing digital systems
- preventing misuse of our work (e.g., copyright protection)

Our legitimate interests never override your privacy rights.

4.3 Legal obligation (Art. 6(1)(c) GDPR)

We process certain financial and administrative information to comply with:

- Dutch tax law
- invoicing regulations
- obligations to store official records for a legally required period

4.4 Consent (Art. 6(1)(a) GDPR)

We may rely on consent for:

- using your content for portfolio, case studies, or marketing
- using identifiable images for promotional purposes
- sending optional updates or newsletters (if introduced)

Consent can be withdrawn at any time.

5. Photography, videography & identifiable imagery

If our Services include photography or videography:

- Individuals may appear on images or recordings
- We only use these images for the agreed project and required deliverables
- Public use (portfolio, website, social media) only takes place with explicit consent, unless the Client and participants have provided a clear contractual basis (e.g., model release)

For shoots involving third parties (employees, event attendees, models), the Client is responsible for informing individuals and obtaining any required permissions under privacy or portrait rights.

6. Sharing your personal data

We do not sell or rent personal data.

We only share data when necessary:

6.1 With trusted service providers

Such as:

- cloud storage platforms
- website and e-mail hosting providers
- project management tools
- invoicing/accounting software
- subcontractors directly involved in your project

These parties only process data under instructions from Lunar Lens and are bound by confidentiality and data-processing agreements.

6.2 When legally required

For example, at the request of tax authorities or regulators.

6.3 With your explicit permission

For example, when publishing your project in our portfolio.

7. International transfers

If data is transferred outside the European Economic Area (EEA), we ensure appropriate safeguards are in place, such as:

- Standard Contractual Clauses (SCCs)
- EU-U.S. Data Privacy Framework–certified service providers
- or other legally recognized mechanisms

8. Data retention periods

We retain personal data only for as long as needed.

Type of Data	Retention Period
Contracts, invoices, financial data	7 years (Dutch tax law)
Project files & correspondence	Up to 5 years after project completion
Visual material created during projects	Up to 5 years, unless agreed otherwise
Portfolio materials	Until consent is withdrawn
Website analytics	26 months (Google Analytics default), or shorter if anonymized

You can request deletion earlier unless legal retention obligations apply.

9. Your privacy rights

You have the right to:

- access your data
- correct inaccurate data
- request deletion (“right to be forgotten”)
- restrict processing
- object to processing
- request data portability
- withdraw consent
- lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens)



Requests can be submitted to: office@lunarlenscreative.com
Lunar Lens may request additional verification to confirm identity.

10. Security measures

We take appropriate organizational and technical measures, including:

- encrypted storage where applicable
- secured cloud systems
- limited access to personal data
- privacy-first project workflows
- no unnecessary retention of personal or visual data

Despite these measures, no digital system can be guaranteed 100% secure.

11. Minors

Our Services are not intended for children under 16, unless specifically contracted for an event, shoot, or project.

In such cases, parental or guardian consent must be obtained by the Client.

12. Changes to this Privacy Statement

We may update this Privacy Statement from time to time.

The latest version will always be available upon request or published on our website.