

# Website Privacy Policy

PeopleImages / Yuri Arcurs Photography ApS/ Yuri Arcurs Productions (Pty) Ltd.

## Global privacy policy

*Last updated: 5 August 2026*

**Purpose of this Policy.** This Policy explains how PeopleImages collects, uses, stores, shares and protects Personal Information when you use the Site or interact with us. It also explains the choices and rights that may be available to you under applicable privacy law.

This Policy should be read together with the applicable Terms of Use, licence terms, contributor terms, cookie controls and any supplementary notice presented when Personal Information is collected.

## 1. WHO WE ARE AND SCOPE

PeopleImages / Yuri Arcurs Photography ApS/ Yuri Arcurs Productions (Pty) Ltd. ("PeopleImages", "we", "us" or "our") operates [www.peopleimages.com](http://www.peopleimages.com) and related websites, platforms, applications and services that link to this Policy (collectively, the "Site"). By using the Site or otherwise providing Personal Information to us, you acknowledge the practices described in this Policy. Where consent is required by law, we will request it separately, and you may withdraw it as described below.

We are committed to protecting privacy and apply security and governance measures to the collection, storage, use and disclosure of Personal Information. This Policy applies to Personal Information gathered through or by PeopleImages, including information relating to customers, visitors, contributors, freelancers, affiliates, suppliers, business contacts and other individuals who interact with us.

This Policy does not apply to a third-party website or service that displays or links to a different privacy notice. Additional or more specific notices may apply to particular services, promotions, jurisdictions, photoshoots or business relationships. If an additional notice conflicts with this Policy, the more specific notice will govern for the relevant processing.

## 2. DEFINITIONS

"Personal Information" or "personal data" means information relating to an identified or identifiable natural person and, where applicable under South African law, an identifiable existing juristic person. The term includes the meaning assigned under the Protection of Personal Information Act 4 of 2013 ("POPIA"), the Promotion of Access to Information Act 2 of 2000 ("PAIA"), the EU General Data Protection Regulation ("GDPR"), the UK GDPR and other applicable privacy laws.

"Process" or "processing" includes collecting, recording, organizing, storing, updating, retrieving, using, sharing, transmitting, restricting, deleting or otherwise handling Personal Information.

## 3. PERSONAL INFORMATION WE COLLECT

### 3.1 Information you provide directly

We collect Personal Information that you choose to provide, including:

- Account and registration details, such as username, password, full name, email address, postal address, telephone number, fax number, language and account preferences.
- Purchase and transaction details, such as billing address, order history, licence information, subscription information, payment method details and records of payment. Full card details may be collected or stored by an authorised payment processor rather than directly by us.
- Contributor, freelancer and affiliate information required to identify you, administer content, calculate or pay compensation and prepare tax or compliance records, including financial institution details and copies of passports,

driver licences or other identification documents.

- Communications and customer-support information, including messages, call details, feedback, survey responses, complaints, requests and information you provide when contacting us.
- Business contact information, professional role, company name and details provided in connection with enterprise accounts, distribution, licensing, supplier or partnership relationships.
- Content and materials you submit, upload, license, post or otherwise make available through the Site, together with associated metadata.
- Information supplied when entering promotions, subscribing to communications, attending events, participating in research or otherwise interacting with us.

### **3.2 Information collected automatically**

When you use the Site, we may automatically collect technical and usage information, including your IP address, device identifiers, browser type and language, operating system, access times, approximate location derived from IP address, referring site, pages viewed, links clicked, searches, downloads, purchases, interactions with emails and other actions taken in connection with the Site. We may associate this information with your account or other information we hold. We may collect information across devices where devices are reasonably determined, through statistical or other methods, to be linked or related. This may be used to provide consistent functionality, measure usage, protect security and, where permitted, deliver tailored content or advertising.

### **3.3 Information from third parties**

We may obtain Personal Information from third parties and combine it with information we collect directly. Sources may include:

- Social networks, identity providers and other applications or services that make information available at your direction.
- Payment processors, fraud-prevention providers, identity-verification providers and service providers that support transactions and account administration.
- Business partners, distributors, co-branded service providers and parties engaged in joint marketing activities.
- Publicly available sources, open government databases and other data in the public domain.
- Data providers that supply demographic, professional or business information, where permitted by law.

You may choose not to provide certain Personal Information. However, we may be unable to create or administer an account, complete a transaction, make a contributor payment or provide a requested feature where the information is necessary for that purpose.

## **4. HOW WE COLLECT PERSONAL INFORMATION**

We collect Personal Information when you register, purchase or license content, upload or contribute content, communicate with us, use support features, participate in a photoshoot or business relationship, subscribe to marketing, interact with the Site, use social sign-in, or otherwise provide information. We also collect information through cookies, pixel tags, web beacons, logs, analytics tools and similar technologies, and receive information from the third-party sources described above.

## **5. HOW WE USE PERSONAL INFORMATION**

We use Personal Information to provide the best possible service, tailor the Site to relevant requirements and operate our business. Depending on the context, purposes include:

- Creating, authenticating, administering and securing membership, customer, contributor, affiliate and business accounts.
- Processing orders, licences, subscriptions, payments, refunds, contributor compensation and other financial transactions.
- Identifying contributed content, administering rights and releases, attributing content, making payments and preparing tax information.
- Providing customer service, responding to requests and communicating information relevant to your account or

transactions.

- Sending confirmations, invoices, technical notices, updates, security alerts and administrative or support messages.
- Operating, maintaining, troubleshooting, securing, testing and improving the Site, products, services, technologies and internal operations.
- Conducting research, analytics, quality assurance and product development.
- Understanding preferences and personalising search results, content, recommendations, services and offers.
- Communicating about products, promotions, rewards, contests, events and selected partner offerings, subject to applicable law and your choices.
- Measuring advertising and, where permitted, delivering interest-based or contextually relevant advertising.
- Investigating, detecting, preventing and responding to fraud, security incidents, illegal activity, misuse and violations of our terms or licences.
- Complying with legal, regulatory, tax, accounting, audit and recordkeeping obligations; responding to lawful requests; and establishing, exercising or defending legal claims.
- Protecting the rights, property, safety and integrity of PeopleImages, our users, contributors, employees, partners and the public.
- Carrying out mergers, acquisitions, reorganisations, financing, due diligence, transfers of assets or similar corporate transactions.
- Any other purpose disclosed to you at collection or carried out with your consent.

## 6. LEGAL BASES FOR PROCESSING

Where applicable law requires a legal basis, we process Personal Information on one or more of the following grounds:

- Performance of a contract or steps requested before entering into a contract, including account administration, content licensing, purchase fulfilment, and contributor payments.
- Compliance with legal obligations, including tax, accounting, sanctions, fraud prevention, law-enforcement and regulatory requirements.
- Our legitimate interests or those of a third party, where your rights do not override those interests. These interests may include operating and improving the Site, securing systems, preventing fraud, understanding customers, managing business relationships, direct marketing where permitted, and establishing or defending legal claims.
- Your consent, including for particular marketing, cookies, recordings or other processing where consent is required. Consent may be withdrawn at any time for future processing.
- Protection of vital interests or performance of a task in the public interest, where applicable.

Where South African law applies, we process Personal Information in accordance with POPIA, including based on consent, contractual necessity, legal obligation, legitimate interests or another lawful justification recognised by POPIA.

## 7. COOKIES AND SIMILAR TECHNOLOGIES

We use cookies and similar technologies, including web beacons, pixel tags, local storage and software development kits, to operate and improve the Site. A cookie is a small text file placed on your browser or device that can later be read by the issuing domain.

These technologies may be used to:

- Recognise registered users and maintain sign-in sessions.
- Remember preferences, searches, Boards, lightboxes, shopping carts, invoices and other selections.
- Enable Site functions, process transactions and provide live customer assistance.
- Protect accounts, check login details, detect misuse and prevent fraud.
- Measure traffic, performance, engagement and interaction with pages, forms, content, emails and newsletters.
- Conduct research, diagnostics and analytics to improve products and services.
- Identify referrals from affiliates, sponsored links or campaigns.
- Personalise content and, where permitted, support interest-based advertising on our Site and third-party services.

The Site may include technologies supplied by analytics, advertising, hosting, social-media and other service providers. Those parties may receive information from your device and, subject to their own notices and applicable law, may associate it with information collected elsewhere.

Most browsers accept cookies automatically. You can modify browser or device settings and use any cookie-management tools made available on the Site. Blocking certain cookies may prevent registration, sign-in, shopping, preferences, or other interactive functions from working correctly. Deleting cookies may also delete stored preferences. Some browsers transmit "Do Not Track" signals. Because no consistent industry standard currently governs these signals, the Site may not respond to them. You can instead use the cookie and advertising controls described in this Policy or presented on the Site.

## **8. MARKETING AND ADVERTISING CHOICES**

Subject to applicable law, we may send information about PeopleImages products, services, promotions and events, and selected partner offerings. You may unsubscribe via the link in a marketing email, update account preferences, or contact us. Opting out of marketing does not prevent transactional, service, security or account communications.

Where third parties use cookies or similar identifiers for interest-based advertising, applicable opt-out tools may be provided through our cookie settings, your browser or device settings, or recognised industry choice mechanisms. An advertising opt-out generally prevents targeted advertising from participating providers but does not eliminate generic advertising.

## **9. SHARING AND DISCLOSURE**

Except as described in this Policy, PeopleImages does not disclose, lease, sell, rent, lend or otherwise make Personal Information available to third parties. We may share Personal Information in the following circumstances:

### **9.1 Service providers and partners**

We may disclose Personal Information to service providers and partners that perform services on our behalf, including data storage, website hosting, identity verification, transaction processing, payment services, money transfers, order fulfilment, analytics, communications, marketing support, auditing, security, fraud prevention and professional advice. They may obtain only the information reasonably necessary to provide the service, must protect it appropriately and may not use it for unrelated purposes. We use contractual and other safeguards where required.

### **9.2 Corporate affiliates**

We may disclose Personal Information to our parent companies, affiliates, subsidiaries or divisions, provided that recipients use the information for the purposes described in this Policy and protect it to an appropriate standard. Personal Information disclosed to entities in the United States may be available to United States governmental authorities under a lawful order or other valid legal process.

### **9.3 Distributors and business partners**

We may share information with approved distributors, licensing partners, co-branded service providers and other business partners as necessary to provide requested products, administer rights, fulfil transactions, operate a joint service or carry out a disclosed business purpose.

### **9.4 Corporate transactions**

Information about customers and other individuals, including Personal Information, may be disclosed or transferred as part of an acquisition, merger, reorganisation, financing, transfer, divestiture or sale of all or part of PeopleImages or its assets, or in the event of insolvency, bankruptcy or receivership, subject to applicable law.

### **9.5 Legal, security and protective disclosures**

We may disclose Personal Information where required or permitted by law, including to comply with judicial proceedings, court orders, subpoenas, regulatory requests, national security or law enforcement requirements. We may also disclose information where we reasonably believe it is necessary to respond to claims, investigate wrongdoing, enforce agreements, or protect the rights, property, safety or security of PeopleImages, our employees, customers, contributors, partners or the public.

## **9.6 With your direction or consent**

We may disclose Personal Information at your direction, with your consent or as otherwise disclosed when information is collected.

## **10. INTERNATIONAL TRANSFERS**

Personal Information collected by PeopleImages and its affiliates may be stored and processed in South Africa, Denmark, the United States or any other country in which PeopleImages, its parent company, affiliates, subsidiaries, service providers, partners or agents maintain facilities. These countries may have privacy laws that differ from those in your country.

We take steps designed to ensure that Personal Information is processed in accordance with this Policy and applicable law wherever it is located. Where required, we use recognised safeguards for cross-border transfers, such as adequacy decisions, contractual protections, standard contractual clauses, binding corporate arrangements, consent or another lawful transfer mechanism. You may contact us for further information about safeguards applicable to a particular transfer.

## **11. DATA STORAGE AND RETENTION**

We retain Personal Information only for as long as reasonably necessary for the purposes described in this Policy, including while an account remains active or as needed to provide services. We may retain information for longer where necessary to comply with legal, tax, accounting, audit and recordkeeping obligations; maintain accurate records; protect security; prevent fraud; resolve disputes; enforce agreements; respond to complaints; or establish, exercise or defend legal claims.

Retention periods are determined by factors such as the purpose and lifecycle of the activity, the type and sensitivity of the information, your choices and reasonable expectations, the date of last activity, contractual commitments, legal limitation periods, legal holds and backup or archival cycles. Where feasible, we may delete, aggregate, anonymise or de-identify information when it is no longer required in identifiable form. De-identified information may be retained for longer where it cannot reasonably be linked back to you.

To deactivate an account or request deletion or cessation of use, contact [support@peopleimages.com](mailto:support@peopleimages.com). Some information may remain where retention is required or permitted by law, necessary to complete an existing transaction, protects rights or security, or is maintained in backups until overwritten in the ordinary course.

## **12. SECURITY**

The security of Personal Information is important to us. We use administrative, organisational, physical and technical safeguards designed to protect information against unauthorised access, use, disclosure, alteration, loss or destruction. Measures may include:

- Limiting access to carefully selected personnel who require information to perform their functions.
- Requiring employees to comply with company policies, codes of conduct and confidentiality obligations.
- Requiring relevant partners and service providers to maintain confidentiality and appropriate security controls.
- Using encryption, including secure socket layer or comparable technology, for payment and other sensitive information in transit where appropriate.
- Storing information on secured systems and using controls designed to prevent unauthorised access or use.
- Monitoring, testing, incident response and business continuity measures appropriate to the nature of the services and risks.

No method of internet transmission or electronic storage is completely secure. We therefore cannot guarantee absolute security. You are responsible for maintaining the confidentiality of passwords and account credentials and should notify us promptly of suspected unauthorised access.

## **13. YOUR PRIVACY RIGHTS**

Depending on where you live and the law that applies, you may have some or all of the following rights:

- To request confirmation of whether we process your Personal Information and to obtain access to it.
- To request correction, completion or updating of inaccurate or incomplete information.

- To request deletion or erasure, subject to lawful exceptions.
- To request restriction of processing in certain circumstances.
- To object to processing based on legitimate interests and to object to direct marketing.
- To withdraw consent at any time for future processing where processing is based on consent.
- To receive certain information in a structured, commonly used and machine-readable format and request transfer to another provider where applicable.
- To request information about the categories of Personal Information we collect, the sources from which it is collected, the purposes for which it is used, and the categories of third parties to whom it is disclosed, sold, or shared.
- To opt out of certain sales, sharing or targeted advertising where applicable.
- To obtain information about significant automated decisions and to request human intervention where applicable law grants that right.
- To lodge a complaint with a competent privacy or data-protection authority.
- To exercise rights without unlawful discrimination or retaliation.

These rights are not absolute. For example, access or deletion may be limited where information is protected by legal privilege, needed to protect another person, required for compliance or legal claims, or processed under an applicable journalistic, freedom-of-expression or public-interest exemption.

### **13.1 South Africa**

Where POPIA applies, you may request access to and correction or deletion of Personal Information, object to certain processing, withdraw consent where applicable and complain to the Information Regulator. Access requests may also be subject to PAIA procedures and lawful grounds for refusal.

### **13.2 European Economic Area, United Kingdom and Switzerland**

Where European data protection law applies, rights may include access, rectification, erasure, restriction, objection, portability and withdrawal of consent. You may lodge a complaint with the supervisory authority in your country. Certain rights may not apply where processing is necessary for freedom of expression, journalism, legal obligations or legal claims.

### **13.3 United States state privacy laws**

Residents of California and other states with comprehensive privacy laws may have rights to know, access, correct or delete Personal Information; obtain information about categories of sources, purposes and recipients; opt out of certain sales, sharing, targeted advertising or profiling; and appeal a refusal where required. We will not unlawfully discriminate against you for exercising a privacy right.

## **14. HOW TO EXERCISE YOUR RIGHTS**

You may review or edit account information through the "Edit Account" section of your profile. For other requests, contact Customer Support at [support@peopleimages.com](mailto:support@peopleimages.com), or contact our legal team using the details in section 22.

We may need to verify your identity and authority before completing a request. You may use an authorised agent where permitted by law, subject to proof of authority and verification requirements. To the extent permitted by law, we may decline or charge a reasonable fee for requests that are manifestly unfounded, excessive, repetitive, prohibited by law, would adversely affect another person's rights, or cannot be authenticated.

We aim to respond within the period required by applicable law. If we deny a request, we will provide the reason and information about any available appeal or complaint process where required.

## **15. CHILDREN AND MINORS**

We do not intend to solicit or purposefully collect Personal Information from persons under 18 years of age without the consent of a parent or legal guardian. If you are under 18, you must not enter Personal Information or use the Site before obtaining the required consent.

Where applicable local law sets a lower or different age threshold for creating an online account, we do not knowingly

permit a child below that threshold to register without valid authorisation. If we learn that Personal Information was collected from a child without required consent, we will take reasonable steps to delete or otherwise address it. A parent or guardian who believes a child has provided information improperly should contact us.

## **16. CONTRIBUTORS, FREELANCERS, AFFILIATES AND FEATURED INDIVIDUALS**

### **16.1 Contributors, freelancers and affiliates**

For contributors, freelancers and affiliates, we may process identity documents, contact details, banking information, tax information, contracts, release information, content and metadata to verify identity, identify and administer content, calculate and pay compensation, prepare tax records, manage rights, prevent fraud and comply with legal obligations.

### **16.2 Individuals appearing in content**

In connection with commercial, creative, documentary, editorial, journalistic or public-interest activities, we may collect, create, use, license and publish images, audio-visual recordings, release information and associated data relating to individuals who are not customers or Site users, including people who participate in photoshoots or appear at public events. Processing may be based on a model or property release, contract, consent, legitimate interests, journalistic purposes, public interest, freedom of expression or another lawful basis. Additional notices or release terms may apply.

## **17. ARTIFICIAL INTELLIGENCE AND AUTOMATED TOOLS**

### **17.1 Generative or AI-enabled services**

Where the Site provides a service that generates results from prompts, uploads or other user content, the applicable terms and on-screen instructions govern what may be submitted. Unless a service expressly states otherwise, do not include Personal Information, confidential information or content about an identifiable person in prompts or uploads. We may use automated controls designed to identify or block certain prohibited submissions, but such controls may not be comprehensive.

If prohibited Personal Information is submitted, we may block, remove or restrict the content and take action under the applicable terms. Incidental automated handling that occurs during transmission, security scanning or storage does not mean that PeopleImages accepts the submission for unrestricted processing.

### **17.2 Meeting, call and productivity tools**

We may use recording, transcription, summarisation or similar productivity tools for selected meetings or calls where lawful. Participants will be notified and, where required, asked for consent before recording. Information will be used for purposes related to the meeting, documentation, collaboration, quality, training or follow-up and retained only as reasonably necessary. Where consent is required and not provided, the recording feature will not be used.

### **17.3 Automated decision-making**

We may use automated tools to support fraud detection, security, content moderation, recommendations, personalisation and advertising. We do not intend to make a decision based solely on automated processing that produces legal or similarly significant effects unless permitted by law and accompanied by required safeguards. Where applicable, you may request information, human review or an opportunity to contest such a decision.

## **18. OPENID, SOCIAL SIGN-IN AND INTERACTIVE AREAS**

### **18.1 Social sign-in and connectors**

You may be able to log in using identity providers or connectors such as Facebook, X/Twitter, Yahoo, LinkedIn, AOL, Google or similar services. These services authenticate your identity and may allow you to share information such as name and email address to pre-populate registration details. They may also offer functions that allow content or activity to be shared with your social network. The provider's privacy terms apply to its processing.

### **18.2 Forums and public areas**

The Site may include forums, blogs, chat rooms, message boards, hosting or storage services and other interactive areas in which users post or store content. Information posted in a public area may be visible and used by others. We

are not responsible for a user's public disclosure or for how third parties use publicly posted information. Public postings and related records may be retained for moderation, security, legal or archival purposes. You may contact us to request removal, but removal from public view may not remove all copies from systems, backups or third-party records.

## 19. THIRD-PARTY LINKS AND SERVICES

The Site may link to third-party sites, services and functions, including those of content providers, payment providers, distributors, subsidiaries and affiliates, that maintain different privacy practices. We are not responsible for their policies or practices and recommend that you review their notices before providing information. For example, if you use PayPal or another payment provider, information submitted directly to that provider is governed by its own privacy policy.

## 20. CHANGES TO THIS POLICY

We may change this Policy to reflect changes in our products, services, processing activities, business or applicable law. When changes are made, we will revise the "Last updated" date. If a change is material, we will provide notice on the Site, by email or by another appropriate method before the change takes effect, and obtain consent where required by law. We encourage you to review this Policy periodically.

## 21. GENERAL PROVISIONS

The original and legally binding version of this Policy is written in English. It may be translated for convenience. If there is a discrepancy between the English version and a translation, the English version will prevail to the extent permitted by law.

If any provision of this Policy is found invalid or unenforceable, the remaining provisions remain in effect. A failure to enforce a provision does not waive it.

## 22. CONTACT US AND COMPLAINTS

Questions, requests, comments, complaints or suggestions regarding this Policy may be sent to:

**Email:** [legal@arcurs.com](mailto:legal@arcurs.com)

**Customer support:** [support@peopleimages.com](mailto:support@peopleimages.com)

**Postal address:** PeopleImages / Yuri Arcurs Photography ApS, Flæsketorvet 26, 1. sal, København 1711, Denmark  
Yuri Arcurs Productions (PTY) LTD, 14 St Michael's Park, Observatory, Cape Town, 7925

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

You may also have the right to lodge a complaint with the privacy regulator or supervisory authority in your jurisdiction. In South Africa, this is the Information Regulator. We encourage you to contact us first so that we can attempt to resolve the matter directly.