

Privacy Policy

The purpose of this notice

We are committed to protecting your privacy and safeguarding your personal data. Our use of your personal data is subject to the EU General Data Protection Regulation, other relevant UK and EU legislation (together **Data Protection Legislation**), as well as marketing rules.

In this privacy notice we explain how we will process your personal information obtained through your use of this website and through other interactions with you (e.g. provision of our services to the company which you represent).

What does this notice cover:

- **Who we are**
- **Personal data we collect**
- **How we collect personal data**
- **How and why we use personal data**
- **Who we share personal data with**
- **International transfers**
- **How long we keep personal data**
- **Your rights**
- **Keeping personal data secure**
- **Complaints**
- **How to contact us**
- **Changes to this privacy notice**

Who we are

When we say **we, us** or **our** in this privacy notice, we mean Filmit U.K.; a company incorporated and registered in England and Wales with company number 12278671, and whose registered office is at 4th Floor Business Start-Up Hatchery, Wynne Jones Building, Ellison Place, Newcastle Upon Tyne, Tyne And Wear, United Kingdom, NE1 8ST.

For the purposes of the Data Protection Legislation, we are the **controller** of your personal data. This means that we are responsible for deciding how we hold and use personal information about you.

Personal data we collect

Personal data means information which relates to an identified or an identifiable individual. We may collect and process the following types of personal information:

Types of personal data we may collect	Examples
Identity data	Name; title;
Contact data	Address; email; telephone number;
Professional data	Job title; name of business or organisation; professional credentials; professional contact details;
Usage data	Services you signed up to (e.g. our blogs, newsletter);

Enquiries data	Details of enquiries submitted via our website or emailed to us;
Technical data	Internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.

We do not routinely collect any **special categories of personal data** about you (meaning information about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, your health, and genetic and biometric data), nor do we collect any **data relating to criminal convictions and offences**.

We do not provide any services to children or collect their personal data. If you believe that we have received information relating to or from persons under the age of 18 please contact us. If we become aware that a person under the age of 18 has provided us with personal information we will take steps to delete such information.

We may also collect, use and share anonymised, aggregated data such as statistical or demographic data for any purpose. Anonymised data may be derived from your personal data but is not considered personal information in law as this information does not directly or indirectly reveal your identity. For example, we may aggregate information on how you use our website to calculate the percentage of users accessing a specific website feature.

How we collect personal data

We collect most of this information from you direct. However, we may also collect information from other sources.

Type of source	Examples
Your use of our website	when you sign up to our mailing list; submit an online enquiry; subscribe to our blogs; complete a survey; or give us your feedback;
Direct interactions with you	when you first contact us (e.g. by phone or email); when you give us your business card; when you register interest in our services;
From publicly accessible sources	your website; your professional profiles on social media platforms (e.g. LinkedIn, Facebook, Twitter); professional networking groups and databases;
Directly from a third party	another organisation or professional who told us that you would like to hear from us;
Automated technologies or interactions	As you interact with our website, we may automatically collect technical data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. Please see our Cookies Notice (https://www.filmit.uk/cookies-notice) for further details.

How and why we use personal data

Under the Data Protection Legislation, we can only use your personal data if we have a proper reason for doing so.

1. **Consent.** Generally, we do not rely on consent as a legal basis for processing your personal data other than to:
 - place cookies on your device (please see our [Cookies Notice](https://www.filmit.uk/cookies-notice) (<https://www.filmit.uk/cookies-notice>) for further details);
 - send you our blogs, newsletters or other electronic marketing communication, if you requested or expressly agreed to receive such communication; and
 - respond to your enquiries.

Where your permission is required, we will ask you for such consent separately and clearly. You have the right to withdraw consent to marketing at any time by emailing us at cole@filmit.uk or using the 'unsubscribe' link in our marketing emails. Even if we are not required to obtain your consent for marketing purposes, you can still opt-out of receiving marketing communications at any time, so you are still in control.

2. **Contract.** We will use your personal data if we need to do it to perform our obligations under a contract with you, or if it is necessary for a contract which we are about to enter with you. For example, if we need to:
 - provide our services to you; or
 - manage our relationship with you (e.g. to respond to your enquires or to notify you about changes to our services).
3. **Legitimate interests.** We may process your personal data when we (or third party) have a legitimate reason to use it, so long as this is not overridden by your own rights and interests. For example:
 - to provide our products and services to, and manage our relationship with our customer or prospective customer whom you represent;
 - to administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data);
 - to interact with you professionally (e.g. if you represent our client, supplier or business partner);
 - to manage our relationship with you;
 - to manage payments, fees, charges, and to collect debts which you may owe to us;
 - to deal with your enquiry unrelated to a contract which we may have with you;
 - to ask you to leave a review or complete a survey;
 - to send you our updates or other electronic marketing communications in respect of similar products or services to those which we had previously supplied to you or which you had previously enquired about;
 - to increase our business or promote our brand through delivering relevant website content and advertisements to you and marketing communication;
 - to measure or understand the effectiveness of the advertising we provide to you;
 - to improve our website, products, services, marketing, and customer relationships and understanding;
 - to conduct web analytics;
 - for the prevention and detection of fraud; and
 - for the establishment, exercise or defence of legal claims.

We may ask you to confirm or update your marketing preferences if you instruct us to provide further services in the future, or if there are changes in the law, regulation, or structure of our business.

4. **Legal obligation.** We may process your personal data to comply with our legal obligation. For example, to:
- notify you about changes to our terms or privacy policy;
 - address your complaint; and
 - comply with a request from a competent authority.

Who we share personal data with

We may share your information with third parties for the purposes set out in this notice.

We share your personal data with our suppliers which we use cloud-based platforms and tools to operate our business:

- Wix.com Inc. based in Israel, website hosting providers;
- Intuit based in the USA, providers of QuickBooks accounting software;
- Google based in the USA, providers of Google Analytics website analytics software; and
- Rocket Science based in the USA, providers of MailChimp email marketing software.

Transfers of data outside the European Economic Area are subject to special rules under the Data Protection Legislation. Those of our providers who are based in the US subscribe to the EU-US Privacy Shield framework. Transfers of personal data to Israel, and to US companies who subscribe to the EU-US Privacy Shield framework are deemed by the European Commission to provide an appropriate level of protection.

We may also:

- disclose your personal data to professional advisers (e.g. lawyers, accountants, auditors or insurers) who provide professional services to us;
- disclose your personal data to certain third parties if specifically requested or agreed with you (e.g. if you ask us to introduce you to a third party);
- disclose and exchange certain information with law enforcement agencies and regulatory bodies to comply with our legal obligations; and
- share some personal data with other parties, such as potential buyers of some or all of our business or during a re-structuring. Usually, information will be anonymised but this may not always be possible. The recipient of the information will be bound by confidentiality obligations.

How long we keep personal data

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for. For example, if:

- you subscribe to our updates, we will hold your data for that purpose until you unsubscribe or otherwise tell us that you no longer wish to receive such communications;
- you are or represent our prospective customer, we will keep your personal data for marketing purposes for two years from when we last heard from you, unless you opt-out from receiving marketing communications; and
- we have a contract with you, we will generally retain your data for seven years after the termination of that contract.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

Your rights

You have a number of rights in relation to your personal data, which allow you to access and control your information in certain circumstances. You can exercise these rights free of charge, unless your request is manifestly unfounded or excessive (in which case we may charge a reasonable administrative fee or refuse to respond to such request).

Your right	Explanation
Access	This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
Rectification	The right to require us to correct any inaccuracies in your personal data.
Erasure (to be forgotten)	The right to require us to delete your personal data in certain situations.
Restriction of processing	The right to require us to restrict processing of your personal data in certain circumstances (e.g. if you contest the accuracy of the data we hold).
Data portability	The right to receive, in certain situations, the personal data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party.
To object	The right to object at any time to your personal data being processed for direct marketing (including profiling) or, in certain other situations, to our continued processing of your personal data (e.g. processing carried out for the purpose of our legitimate interests).
Not to be subject to automated individual decision-making	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you, or similarly significantly affects you.

If you would like to exercise any of those rights, please contact us at cole@filmit.uk. Please let us know what right you want to exercise and the information to which your request relates.

Complaints

We hope that we can resolve any query or concern you may raise about our use of your information. You can also complain to the Information Commissioner's Office who may be contacted at <https://ico.org.uk/concerns>, telephone on 0303 123 1113, or by post to: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

How to contact us

If you have any questions about this privacy notice, (including any requests to exercise your legal rights) please contact us by either:

- (a) email at cole@filmit.uk; or
- (b) phone on 07958119191.

Changes to this privacy policy

This privacy policy was last updated on 26/10/19.

We may change this privacy notice from time to time, when we do we will publish the new version of the policy on our website. We may also inform you via email or post.