

# PRIVACY POLICY

## INTRODUCTION

Creative UK Holdings Limited is a not-for-profit company, limited by guarantee. Registered in England and Wales: Creative England Ltd No: 07432947, Creative Industries Federation Ltd No: 08793599. Registered office: 1st Floor, College House, 32-36 College Green.

This privacy policy explains how we (the company) use any personal information we collect about you and your organisation (if applicable) when you visit our website and opt in to receive our newsletters. Your personal information will be collected and dealt with appropriately and in compliance with the **General Data Protection Regulation**.

We will only collect, keep, process and share personal data including legitimate business purposes as detailed below or if we are legally required to do so. We will be as clear and transparent as possible with you on the personal data we collect and how it will be processed. For as long as we maintain records of your personal data, we will keep it up-to-date and protect it with the appropriate safety measures.

Creative UK Holdings Ltd is the 'Data Controller' under GDPR, which means that it determines for what purposes personal information is held and how it will be used. It is also responsible for notifying the Information Commissioner of the data it holds or is likely to hold, and the general purposes that this data will be used for. This policy sets out the practices used for collecting and storing personal data including personal information given by you to us. This includes our websites:

- [wearecreative.uk](http://wearecreative.uk)
- [join.creativeindustriesfederation.com](http://join.creativeindustriesfederation.com)
- [applications.creativeengland.co.uk](http://applications.creativeengland.co.uk)
- [ifeatures.co.uk](http://ifeatures.co.uk)
- [filminginengland.co.uk](http://filminginengland.co.uk)

\*Please note that our websites and newsletters may contain external links that are not covered by this privacy policy.

## POLICY CHANGES

We reserve the right to update this policy at any time and shall update our website and notify our users by email as appropriate.

## PERSONAL INFORMATION WE COLLECT

**We collect information about you when you:**

- Apply/join our membership
- Apply and participate in one of our programmes
- Buy tickets or register for our events
- Register to receive our newsletters

- Complete surveys and forms
- Update personal details on the customers portal
- Provide feedback or request details about our services or member offers

**We collect this information to process and manage:**

- Requests and ongoing management of memberships
- Requests and ongoing management of programmes
- Registration and ticket purchase for events or workshops
- Special membership offers and benefits
- Sending news updates and information about our events, offers, policy work, programmes and membership
- The members' directory
- Sharing attendee lists for our events where required for security & compliance
- Personalise repeat visits to the website
- Targeted marketing campaigns
- Improve our Diversity and Inclusion practices
- Monitor and improve our communications
- Expressions of interest and full applications for investment. This includes sharing your data with other individuals and organisations that aid Creative UK to assess applications, monitor activities and produce statistics.
- Updates regarding website or service changes which may affect you
- Participation in interactive features of our service
- Compliance with our funders/ partners terms to monitor equality and diversity
- Detecting and preventing fraud
- Improvements of our services
- Our obligations arising from any contracts entered into between you and us, not specified above

Fulfilling any legal requirement to disclose certain information in accordance with the Freedom of Information Act 2000.

**If you give us personal information about other individuals** on behalf of someone else, we will need you confirm that the third party has given consent for you to transfer their personal data to the company

**If you fail to provide personal information when we request it**, we may not be able to provide you with services. We have an obligation to obtain personal data for a majority of our services e.g. funding and partner agreements. If you choose not to provide that information, we will not be able to engage you as an Individual/ Service User.

**Categories of personal information that we collect:**

- Full name
- Email address
- Landline or mobile number
- Mailing or billing address
- Any correspondence via email, or website contact form
- Details of transactions you carry out fulfilment of your orders
- Organisation name

- Sector
- Occupation
- Company turnover
- Titles
- Profile pictures and/or images taken at company events
- Social media handles
- Newsletter opening rates and click-throughs
- Personal Assistant details (name, email, landline)
- Testimonials where consent is received
- Payment methods (encrypted)
- Forms and survey responses
- Purchase history
- User login details

### **Special category data**

Subject to the reason why you are contacting us e.g. investment application, membership application, event attendance, newsletter subscription, production enquiry, website registration, competition entry we may require additional personal data which falls under special category data. (previously referred to as 'special' data).

If we do need to request special category data, you will be informed why and how we intend to use it. These are normally required for monitoring purposes when checking eligibility criteria for applications. You will be asked to provide clear consent for us to process. This will include:

- Age Group
- Employment status
- Qualification
- Gender Identity
- Sexual orientation
- Nationality
- Ethnic background
- Disability

### **IP Addresses and Cookies**

When visiting our websites we may collect information about your computer, including your IP address, operating system and browser type. This is for the purpose of system administration and to report aggregate information to our advertisers (we only share statistical data about our users' browsing actions and patterns and do not identify any individual).

We may obtain information about your general internet usage by using a cookie file. Cookies are small text files sent to your device (computer, tablet or mobile phone) by the website you are using. These are stored on your hard drive and can be retrieved by the original website on your next visit, or another website that recognises the cookie. Using cookies helps us to improve our site and deliver a better and more personalised service.

#### **They enable us:**

- To estimate our audience size and usage pattern
- To recognise you when you return to our site

- To store information about your preferences, and so allow us to customise our site according to your individual interests
- To speed up your searches

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting, you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site. Further information about controlling and deleting cookies can be found at [www.AboutCookies.org](http://www.AboutCookies.org).

### **Direct Marketing**

We may contact you with information regarding our membership, events, policy work and offers, via email, post or phone, and in compliance with the direct marketing regulations.

You have a right at any time to stop us from contacting you for marketing purposes, by contacting us at the details below.

### **Uploading Material to Our Production Services Database**

Any content you upload to our crew, facilities or locations database will be considered non-confidential and non-proprietary, and we have the right to use, copy, distribute and disclose to third parties any such content for any purpose. We also have the right to disclose your identity to any third party who is claiming that any content posted or uploaded by you constitutes a violation of their IP rights, or of their right to privacy. We will not be responsible, or liable to any third party, for the content or accuracy of any materials posted by you or any other user of our database. You are responsible for the content or accuracy of any materials posted by you or any other user of the Database and you agree to indemnify us in respect of any losses, expenses, damages and costs, including any legal fees resulting from: any breach by you of these Terms; any infringement of copyright or other intellectual property rights in material posted by you; or any other wrongful use of the service.

## **OUR LAWFUL BASES FOR PROCESSING PERSONAL INFORMATION**

The lawful bases for processing data under GDPR are set out below. At least one of these will apply whenever Creative UK processes your personal data:

**Consent:** You have given us clear consent to process your personal data for a specific purpose.

**Contract:** the processing is necessary for a contract we have with you or because you have asked us to take specific steps before entering into a contract.

**Legal obligation:** the processing is necessary for us to comply with the law (not including contractual obligations).

**Legitimate interests:** the processing is necessary for our legitimate interests or the

legitimate interests of a third party unless there is a good reason to protect the individual's personal data which overrides those legitimate interests. We run all the required tests before opting to process information based on Legitimate Interest.

## **THIRD PARTY SERVICE PROVIDERS**

We use third party processors to collect, export, process and store personal data on our behalf. All our processors are compliant with the General Data Protection Regulations (you can view their privacy notice for further detail):

[Microsoft \(Washington, US\)](#)

[Salesforce.com, inc. \(California, US\)](#)

[Mailchimp \(Georgia, US\)](#)

[Xero Limited \(Australia\)](#)

[Stripe, Inc. \(California, US\)](#)

[GoCardless Ltd. \(London, UK\)](#)

[SurveyMoneky \(California, US\)](#)

[Slack Technologies \(California, US\)](#)

[Hubspot \(Boston, US\)](#)

[Xledger \(Bristol, UK\)](#)

[Eventbrite Services \(San Francisco, US\)](#)

[Hootsuite \(Vancouver, Canada\)](#)

[Dropbox International Unlimited Company \(Dublin, Ireland\)](#)

[MovieSite \(OpenBrolly\) \(Edinburgh, UK\)](#)

[Google \(California, US\)](#)

[Meta Platforms, Inc. \(Massachusetts, US\)](#)

We may also be required to share data with other parties, such as our funders, partners, service providers and public services. More information will be available upon registration to specific services. Creative UK regards the lawful and correct treatment of personal information as very important to successful working and maintaining the confidence of those with whom we deal.

## **DATA SECURITY, STORAGE AND RETENTION**

Creative UK has implemented security measures to protect your personal information from being lost, used or accessed in an unauthorised way, altered or disclosed. Access to your personal data is limited to those who have a business need to know and who have a duty of confidentiality with Creative UK.

It is our responsibility to ensure all personal and company data is non-recoverable from any computer system previously used within the organisation, which has been passed on/sold to a third party. We have processes to manage any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

### **Data Retention**

Creative UK will only retain data for as long as necessary to fulfil the purposes we collected it

for, including for the purposes of satisfying any financial, legal and/or reporting requirements. A copy of our Retention Policy can be provided on request.

## **YOUR RIGHTS OVER YOUR PERSONAL INFORMATION**

By law you have the right to:

**Request access** to your personal information. This is commonly known as a subject access request and enables you to receive a copy of the personal information we hold about you.

**Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.

**Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).

**Object to processing** of your personal information where we are processing your personal information for direct marketing purposes.

**Request the restriction** of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.

**Request the transfer** of your personal information to another party.

**Request the reconsideration of an automated decision.** This enables you to ask us to reconsider a decision that may have been made solely by automated means.

If you want to exercise any of the above rights please contact us as below. We will not charge you to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is excessive. Alternatively, we may refuse to comply with the request in such circumstances.

You will be required to provide us with proof of identity when exercising these rights. This is an appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it. Creative UK will aim to respond to all requests within 1 month of receipt.

## **CONTACTING US**

If you have any requests regarding your personal information held by Creative UK please email [wearecreative.uk](mailto:wearecreative.uk). If you have any questions about this policy please contact Caroline Hinds, Director of People & Operations, [caroline.hinds@wearecreative.uk](mailto:caroline.hinds@wearecreative.uk)

## **COMPLAINTS**

If you have any concerns over how we use your data, please contact us in the first instance at [data.protection@wearecreative.uk](mailto:data.protection@wearecreative.uk) and we hope that we can resolve your concerns. If you are not satisfied with our response, you are entitled to complain to the Information Commissioners Office (ICO), please visit [www.ico.gov.uk](http://www.ico.gov.uk) for full guidance and contact.