



RED SKY PRODUCTIONS LTD WEBSITE PRIVACY NOTICE

Red Sky is a truly independent TV production company which is trusted to make uplifting, factual content for our Clients (“**Services**”).

We understand that lengthy legal documents are no fun. However, we ask that you read this Privacy Notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal information through your use of this Website, in relation to the Services we provide to our Clients, or where you provide services to us as a Supplier, your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint.

What does this Privacy Notice Cover?

This Privacy Notice covers any personal information we might collect from you or which we have obtained about you from a third party: (1) in connection with the Services we provide to our Clients, (2) where you provide services to us as a Supplier, and (3) when you visit our website at www.redskyproductions.co.uk (“**Website**”).

Our Website and Services are not intended for children, and we do not knowingly collect data relating to children. It is important that you read this Privacy Notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal information about you so that you are fully aware of how and why we are using your data. This Privacy Notice supplements the other notices and is not intended to override them.

Who collects information about you?

Red Sky collects, uses and is responsible for certain personal information about you. When we do so we are responsible as a ‘controller’ of that personal information.

Please Note: When we refer to “**Red Sky**”, “**we**”, “**us**” or “**the Company**” in this Privacy Notice we are referring to Red Sky Productions Limited (company number SC530123). For details of how to get in touch, please see the “**Contact Us**” Section of this Privacy Notice.



Useful Terms

“**Clients**” means any of our clients (including the individuals working for our clients) to whom we provide the Services. Clients also include prospective clients, such as contacts who we have communicated with but have not yet engaged us to provide Services.

“**Suppliers**” means those external vendors and suppliers that provide services to Red Sky (including the individuals working for our suppliers).

“**Website Visitors**” means individuals who visit our Website and who may opt to provide us with personal information to request further information or to receive marketing communications from us.

“**Personal information**” (or “**personal data**”) means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (i.e., anonymous data).

What personal information do we collect and how do we use it?

We may collect, use, store and transfer different kinds of personal information about you which we have grouped together as follows:

- **Identity Data** includes first name, last name, job title and company.
- **Contact Data** includes email address, business address, location, telephone numbers and professional and/or social network profile details.
- **Financial Data** includes (i) credit card and/ or billing information so that we can charge you for the Services, and (ii) bank details so that we can pay for the services you provide (if this is part of the contractual arrangements between us).
- **Technical Data** includes internet protocol (IP) address, 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.
- **Usage Data** includes information about how you use our Website.
- **Marketing and Communications Data** includes your preferences in receiving marketing or other communications from us.

We may also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal information but is not considered personal information in law as this data does **not** directly or indirectly reveal your identity.



What personal information do we collect?

If you are a **Client**, we collect Identity Data, Contact Data, Financial Data and Marketing and Communications Data about you, or individuals at your organisation, in the course of providing the Services to you.

If you are a **Supplier**, we collect Identity Data, Contact Data and Financial Data about you, or individuals at your organisation, in the course of receiving services from you.

If you are a **Website Visitor**, we may collect Identity Data and Contact Data about you where you contact us or submit any web forms on our Website. We will also automatically collect Technical Data and Usage Data about you through our and our technology partners' use of cookies and similar technologies. For more information about this, please see our [Cookie Notice](#).

How do we collect personal information about you?

We may collect information from the following sources:

Directly from you: This is the information you or an individual at your organisation give us during the course of us providing the Services, when you visit our Website or where we receive services from you. It also includes any information you provide to us when you attend events, interact with us at a conference or correspond with us in person, by phone, email, web form or otherwise.

Third-party sources: This will include information about you or your colleagues (where you are a Client or a Supplier) that is available through publicly available sources, such as professional networking sites (including LinkedIn) and general market research.

Information we collect automatically: When you visit our Website, we collect certain Technical and Usage Data automatically from your device.

How do we use your personal information?

If you are a **Client**, we use your personal information for the following purposes:

- To provide Services to your organisation.
- To administer and manage our business relationship with you, such as setting up your account, sending invoices, and responding to business-related communications.
- To send transactional messages, provide customer service and support.
- For other business purposes, such as research and analysis, business development and planning, determining the effectiveness of our Services and to improve such Services.



- To send you information which we think you may find interesting (such as details about our products and services, market research, reports and other relevant content), in accordance with your marketing preferences.
- To comply with legal or regulatory requirements.
- To help us establish, exercise or defend legal claims.

If you are a **Supplier**, we use your personal information for the following purposes:

- To store (and update where necessary) your contact details on our database, so that we can contact you in relation to our agreements.
- To administer and manage our business relationship with you and to obtain services from you.
- To comply with legal or regulatory requirements.
- To help us establish, exercise or defend legal claims.

If you are a **Website Visitor**, we use your personal information for the following purposes:

- To respond to your enquiries, such as a request for information about our Services.
- To send you information which we think you may find interesting (such as details about our products and services, market research, reports and other relevant content), in accordance with your marketing preferences.
- To administer and protect our Website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).
- To deliver relevant website content to you and to measure and understand the effectiveness of the content we serve to you.
- To use data analytics to improve our Website, content, marketing and user experience.

Who do we share your personal information with?

We may share and disclose your personal information with the following categories of third parties for the purposes described in this Privacy Notice:

Service providers. We use a number of Suppliers who perform functions on our behalf and/or help us in providing the Services, such as cloud-based software and hosting suppliers, email service providers, CRM software suppliers and web analytics providers.

Our service providers are required to keep your personal information confidential and are not allowed to use it for any other purpose than to carry out the services they are performing for us.



Professional advisors. We may disclose personal information to our professional advisers, such as lawyers, auditors, accountants, and insurers, if necessary, as part of the professional services they are performing.

Business transfers. We may share personal information with third parties to whom we choose to sell, transfer or merge part of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, the new owners may use your personal information in the same way as set out in this Privacy Notice.

Compliance with laws. We may be required to share some personal information as required to comply with the law.

What is our legal basis for processing your personal information?

If you are a **Client**:

Where we process your personal information in connection with providing the Services to you, this processing is necessary to perform the contract we have entered into with you.

Where we process your information to administer and manage our business relationship with you, for other business purposes and for marketing purposes, we consider this is necessary for our legitimate interests and that your interests and fundamental rights do not override those interests.

We will rely on legal obligation if we are legally required to hold your personal information to comply with legal or regulatory requirements, such as disclosure to regulators and for purposes of disputes or legal proceedings affecting us.

If you are a **Supplier**:

Where we process your personal information in connection with obtaining services from you, this processing is necessary to perform the contract we have entered into with you.

Where we process your information to administer and manage our business relationship with you, we consider this is necessary for our legitimate interests and that your interests and fundamental rights do not override those interests.

If you are a **Website Visitor**:



Where we process your personal information for the purposes described above, we consider this is necessary for our legitimate interests and that your interests and fundamental rights do not override those interests.

What happens if you fail to provide information?

If you do not provide us with certain requested personal information or object to the processing of your personal information, this may limit our ability to provide the Services. You can still visit our Website and learn more about Red Sky without giving us your personal information, but we will need your contact details to administer and respond to any enquiries you submit via the Website or otherwise.

Our use of cookies and similar technologies

We may use cookies and other information gathering technologies to learn more about how you interact with our Website. You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our Website may become inaccessible or not function properly. Please see our [Cookie Notice](#) for more information about the cookies we use.

Third party links and services

Our Website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

How long do we keep your personal information for?

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal information, we consider the amount, nature and sensitivity of the personal information, the potential risk of harm from unauthorised use or disclosure of your personal information, the purposes for which we process your personal information, and whether we can achieve those purposes through other means, and the applicable legal requirements.

Security and data transfers

We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to your personal information to those



who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality. We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

Where personal information is shared and disclosed as set out above, these parties may be established outside the United Kingdom. For example, some of the service providers we use to support our services are based in the European Union and/or the United States, and this would involve a transfer of your personal information to the European Union or the United States, respectively. Whenever we transfer your personal information outside the United Kingdom, we ensure that a similar degree of protection is afforded to it by ensuring appropriate safeguards are implemented. This may include, where appropriate, relying on an adequacy decision or signing up to Standard Contractual Clauses. To find out more information regarding the specific mechanism used by us when transferring your personal information outside the United Kingdom, please contact us using the contact details below.

Marketing

You may receive marketing communications from us if you have requested information or purchased / subscribed to our Services and, in each case, you have not opted out of receiving that marketing.

You can ask us to stop sending you marketing messages at any time by following the opt-out links in any marketing message sent to you or by contacting us using the contact details below. Please note that opting out of marketing communications does not opt you out of receiving important business communications.

Your rights

Subject to any exemptions provided by law, you may have the right to:

- **Request access to your personal information** (commonly known as a “data subject access request”) and to certain other supplementary information that this Privacy Notice is already designed to address.
- **Request correction of the personal information we hold about you.** This enables you to have any incomplete or inaccurate information the data controller holds 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).



- **Receive the personal information concerning you** which you have provided to us in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations.
- **Object to processing** of your personal information at any time for direct marketing purposes.
- **Object to decisions being taken by automated means** which produce legal effects concerning you or significantly affect you.
- **Object in certain other situations** to our continued processing of your personal information.
- **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.
- **Withdraw your consent to our processing of your personal information,** where we have collected and processed it with your consent.

If you would like to exercise any of these rights, please email us using the contact details below and let us have enough information to identify you. We may need to request specific information from you to help us confirm your identity. This is a security measure to ensure that personal information is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

How to Complain

We hope that we can resolve any query or concern that you raise about our use of your personal information. However, you also have the right to make a complaint to your supervisory authority. In the UK, this is the Information Commissioner's Office (www.ico.org.uk).



How to contact us

If you have any questions about this Privacy Notice or want to exercise your rights set out in this Privacy Notice, please contact us by sending an email to privacy@redskyproductions.co.uk.

Changes to this Privacy Notice

This version was last updated on 13 June 2023. To ensure that you are always aware of how we use your personal information we will update this Privacy Notice from time to time to reflect any changes to our use of your personal information and as required to comply with changes in applicable law or regulatory requirements. However, we encourage you to review this Privacy Notice periodically to be informed of how we use your personal information.

It is important that the personal information we hold about you is accurate and up-to-date. Please keep us informed if your personal information changes during your relationship with us.