

### Privacy

Bob Ede TV Limited takes your privacy seriously. We are committed to protecting your personal information. This policy sets out how Bob Ede TV Limited uses the information that you give us in order to provide you with corporate video production services or advertising services on WightlinkTV.

#### About us:

Bob Ede TV Limited is a corporate video production and digital signage company that has been operating since 1992. Our aim is to provide all our clients with a top class professional and creative service for communicating with audiences through video and digital signage. Our aim includes treating your personal details with care.

We will not sell your data to any third parties, but we may sometimes share your information with trusted service providers and selected partners who work with us or on our behalf. We ensure that any third parties with access to your data are held to strict standards for data use and security.

#### Who we are:

Bob Ede TV Limited is a company registered in England under No.11083009 whose registered office is at North Cottage, St Peters Road, Northney, Hayling Island, Hampshire. PO11 0RT.

For our corporate production work Bob Ede TV Limited is the **data controller**.

Under the terms of our contract with Wightlink to provide WightlinkTV, Bob Ede TV Limited is the **data processor** and Wightlink is the **data controller**.

Our Data protection officer is Bob Ede and he can be contacted on 02392 637749

#### Your Information – what we collect and how we use it:

We will ask you to provide your name, position, business name, business address, business telephone number, business email address.

Bob Ede TV Limited collects this information from clients to allow it to perform the services that the client may wish us to perform. These services include corporate video production, advertising production and the publishing of advertising content on WightlinkTV.

If you have given us your consent, we will contact you with information and updates on our services. This may be by post, email, telephone or text message, depending on your preferences. We will also ask about your marketing preferences, to ensure that you are still happy to be contacted by us and by which means.

#### What the Law says about protection of personal information:

The Law on Data Protection is derived from various pieces of legislation (and can be found in a number of places). These include the Data Protection Act and the incoming General Data Protection Regulation (the 'GDPR') which will become enforceable in May 2018. The GDPR states that personal data (information relating to a person that can be individually identified) can only be processed if there is a legal ground to do so. Activities like collecting, storing and using personal information would fall into the GDPR's definition of processing. The GDPR provides six legal grounds (reasons) under which personal information can be processed (used) in a way that is lawful. For the processing to be permitted by law (lawful), at least one of the legal grounds must apply. The four legal grounds that are most relevant to Bob Ede TV Limited's use of your personal information are:

- Consent
- Legitimate Interest
- Contract
- Legal Obligation

**How the law applies to Bob Ede TV Limited's use of personal information:** Bob Ede TV Limited will only process (use) your personal information if we have:

1. asked you and have a record of your express and recent consent for us to do so;
2. a 'Legitimate Interest' to do so in order to notify you of offers and opportunities. Our use will be fair and balanced and never unduly have an impact on your rights.;
3. a contract with you that we can only fulfil by using your personal information, e.g. to produce an advert that you have requested;
4. a legal obligation to use or disclose information about you, e.g. we are required by law to keep records of monies paid to us for VAT and TAX reasons.

We will always balance our interests with your rights. We will only use personal information in a way and for a purpose that you would reasonably expect in accordance with this Policy. Bob Ede TV Limited will not rent, swap or sell your personal information to other organisations for them to use in their own marketing activities.

### **Consent:**

Bob Ede TV Limited will always ask for your consent before we communicate with you for certain purposes. For example, we will only email or phone you about advertising opportunities if we have an accurate record of your recent and freely given consent to do so.

You can withdraw your consent at any time by phoning 02392 637749 or emailing bob@bobedetv.com.

There are times when it is not practical to obtain and record consent. At those times, we will only process personal information if that processing would meet another legal ground e.g. Legitimate Interests, in which case we would only process in accordance with the law's strict rules on legitimate interest processing.

### **What is Legitimate Interest?**

This legal ground for processing means that organisations can process your personal information if they 1. Have a genuine and legitimate reason for doing so and 2. That use does not harm any of your rights and interests as an individual.

### **Bob Ede TV Limited's Legitimate Interest:**

We do not unduly prioritise our legitimate business interests over your interests as an individual. We always respect your rights. Which is why we carry out a balancing exercise of the rights of Bob Ede TV Limited with the rights of potential customers. We believe that the best way to look after the interests of potential customers is to consider their unique interests and expectations. As a result, we have established the following categories of potential customer. This provides us with an additional method for assessing that we use your personal information in a way that matches your relationship with us; your interests; and your expectations about your rights. The two groups for our data protection customers needs assessments are, customers that have:

1. demonstrated an interest in our services by contacting us for more information, e.g. to find out more about video production or advertising opportunities on WightlinkTV.
2. demonstrated an interest in our services by previously commissioning corporate video production or advertising on WightlinkTV from us.

### **What we have a Legitimate Interest to do:**

We believe that Bob Ede TV Limited customers want to know how they can benefit from the services we offer. Unless you tell us not to, we think you are content for us to process (keep and use) your personal information for the following lengths of time. As of May 2018, we promise not to keep your personal information for longer than we specify below. This is not the length of time that we will continue to contact you – this could be a shorter period of time. We think someone that has

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reached out to us to find out more about Bob Ede TV Limited and what we do, would like us to provide that information. To support this, we keep your personal information for a period of 3 years. We will review and refresh these categories and the timescales on a rolling basis to ensure that as times and needs change we continue to do the very best by our customers and potential customers. It is always your choice. If you don't think this is quite right for you, you can tell us to change your communication preferences and our use of your information. You can do this at any time by phoning 02392 637749 or emailing [bob@bobedetv.com](mailto:bob@bobedetv.com).

### **Legitimate Interest to send you direct mail:**

Unless you tell us not to, we will rely on our Legitimate Interest ground (explained above) for sending you direct mail. From time to time, we would like to post you exciting updates about our work, products, services, unless you have requested that we do not send you some, or all of this. We are always mindful of trying to only send you what you are interested in and only as often as is appropriate. If we do not appear to be sending communications that are of interest, we will review this and will endeavour to reduce and then stop these types of communications in a much shorter time than the above defined period of Legitimate Interest e.g. if you advertised with WightlinkTV three years ago and do not seem to have been interested since then we are likely to reduce these communications, even though we have a legitimate interest to process for 6 ½ years. The average length of time required for us to be able to properly assess and reflect on your pattern of response is about two years. But you're in control so if you want to ensure that we do not send this type of communication any more, you can update your preferences at any time by phoning 02392 637749 or filling in our online form.

### **Legitimate Interest to process your information:**

We aim to be clear about what information we collect, to enable you to make meaningful choices about how it is used. When it is necessary we will contact you for administrative purposes, e.g. to contact you regarding a payment. We will also hold the minimum personal information required to support our ability to respect your preferences for communication with us. To help you to understand when and why Bob Ede TV Limited would use Legitimate Interest to process your personal information we provide the following examples:

1. To send postal communications (as explained above)
2. To enhance, modify, personalise and improve our services and communications for the benefit of our customers.
3. To improve security of our websites and systems.
4. To analyse your personal information to ensure that our communications are relevant to you.

The above list of examples are on the basis that the processing will not be done if it harms your rights and interests as an individual, or if you tell us that you'd like us to stop. You can do this at any time by phoning 02392 637749 or emailing [bob@bobedetv.com](mailto:bob@bobedetv.com).

### **Data Analysis:**

In order to communicate with you more effectively, better understand your preferences, we may analyse your data. This helps us to give you the information about products and services most relevant to you. In some instances, we may carry out research and/or analysis of the personal information that you have provided to us and add publicly available information (such as public records or social media) to help us tailor our communications to you. We do this to create a fuller picture of our customers, to improve our service and to manage our contact with you in an appropriate and cost-effective way. This information could include things like your business interests, preferences and business activities.

### **Data Sharing:**

Bob Ede TV Limited will not share, sell or swap your information with other organisation for their own marketing outside of our company. In some circumstances it is necessary for Bob Ede TV Limited to give relevant staff at our service providers access to your personal information. This

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access is only granted to the extent necessary for them to perform their services for us. We require all service providers to comply with strict rules to protect the information you have given us.

### **Changes to your data:**

From time to time we may contact you to ensure that the information you have provided us with remains accurate and up to date. Should you wish to change your preferences you can do this by writing to us at Bob Ede TV Limited, North Cottage, St Peters Road, Hayling Island, Hampshire. PO11 0RT or emailing [bob@bobedetv.com](mailto:bob@bobedetv.com).

Like all organisations, we comply with requests for the disclosure of personal information where this is required or permitted by law. This could include requests from law enforcement or tax agencies. In these circumstances, the request must be submitted in writing and in accordance with the relevant legal requirements. If you believe your privacy rights have been violated, you may file a complaint with us or with the Information Commissioners office <https://ico.org.uk/>

### **Cookies and Web Privacy:**

Bob Ede TV Limited guarantee our commitment to respecting and protecting your online privacy. This includes your need and your right to know what we do with the personal information you share with us. It also guides our company's policies regarding the management of this data, including how the information is collected, processed, and for what purposes. "Bob Ede TV Limited": refers to the web pages. By accessing this website you are consenting to the way information is collected and used, as described within this Privacy Policy. In return, Bob Ede TV Limited gives the commitment that we will use the personal data you provide only in ways that are compatible with the following Privacy Policy.

### **The collection of information:**

Every time you log on to our website your IP (Internet Protocol) address registers on our servers. Your IP address reveals no information other than the number assigned to you. We do not use this technology to get any personal data against your knowledge or free will (i.e., automatically recording e-mail addresses of visitors). Nor do we use it for any purpose other than to help us monitor traffic on our website, or (in case of criminal activity or misuse of our information) to cooperate with law enforcement.

### **Cookies:**

We use a number of different cookies on our site. If you do not know what cookies are, or how to control or delete them, then we recommend you visit <http://www.aboutcookies.org> for detailed guidance. The list below describe the cookies we use on this site and what we use them for. Currently we operate an 'implied consent' policy which means that we assume you are happy with this usage. If you are not happy, then you should either not use this site, or you should delete the cookies having visited the site, or you should browse the site using your browser's anonymous usage setting (called "Incognito" in Chrome, "InPrivate" for Internet Explorer, "Private Browsing" in Firefox and Safari etc.)

### **First Party Cookies:**

These are cookies that are set by this website directly. Google Analytics: We use Google Analytics to collect information about visitor behaviour on our website. Google Analytics stores information about what pages you visit, how long you are on the site, how you got here and what you click on. This Analytics data is collected via a JavaScript tag in the pages of our site and is not tied to personally identifiable information. We therefore do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are. Find out more about [Google's position on privacy](#) as regards its analytics service.

### **Third Party Cookies:**

These are cookies set on your machine by external websites whose services are used on this site. Cookies of this type are the sharing buttons across the site allow visitors to share content onto social networks. Cookies are currently set by LinkedIn, Twitter, Facebook, Google+ and Pinterest. In order to implement these buttons, and connect them to the relevant social networks and external sites, there are scripts from domains outside of our website. You should be aware that these sites are likely to be collecting information about what you are doing all around the internet, including on this website. You should check the respective policies of each of these sites to see how exactly they use your information and to find out how to opt out, or delete, such information.

### **Emails:**

Emails that we send you have no tracking in at all e.g. emails with invoices attached.

### **Web Security:**

We do not process financial transactions online so no one can access your credit card or bank details via our website.

### **How our website works:**

Our secure server communicates with your browser using SSL (Secure Sockets Layer) protocols, so that all your personal information and your name and address provided through our contact forms, is encrypted. This process takes the words and figures you enter, and converts them into bits of code that are then securely transmitted over the internet.

### **Information:**

All information given on this site is to the best of our ability.

Please note that all material on this website is the copyright of Bob Ede TV Limited or third parties. If you are unsure what material you can or cannot use please contact Bob Ede TV Limited on 02392 637749 or email [bob@bobedetv.com](mailto:bob@bobedetv.com).

This information was last updated in March 2018. From time to time, we will make changes to the information on this page. The amended information will apply from the date it is posted on the site and will govern the way in which we collect and use personal information from then on.