



AIR TV LTD <b>PRIVACY STATEMENT</b>
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## **Introduction**

We are a UK based television production company and your information is very important to us. We have set out below the information we collect about you and how we use that information.

In this privacy policy any reference to “**we**”, “**us**” and “**our**” is to Air TV Limited. Air TV is a company registered in England and Wales (registered number is 10679906) with registered office at Yorkhub, Popeshead Court Offices, Peter Lane, York, YO1 8SU.

## **What information do we collect about you?**

What information we collect about you depends on the way you decide to interact with us.

If you decide to apply to participate in (or be a contributor on) any of our programmes we may ask you to provide us with personal information which may include your name, address, postcode, email address, date of birth and telephone number. Depending on the nature of the programme, we may also ask you to provide us with sensitive personal information which may include information about your physical or mental health, your political opinions, or religious.

If you decide to visit and use our website, [www.airtv.co.uk](http://www.airtv.co.uk), we may collect information about your computer and about your visit (including your IP address and geographical location and any other information that you may choose to send us).

In each of the above cases, you consent to our use of your information that you have provided to us as set out in this privacy policy.

### **How do we use this information?**

We collect information about you to assess your suitability to participate in our programmes. We may share this information with members of the programme production team, and the broadcaster and distributor of the programme. We will only share this information on a “need to know” basis.

We will not share your personal information with any other third parties, unless you give us your consent to do so or we are authorised to do so by law. Your personal information will not be used for any marketing or sales purposes. However we may, subject to your agreement, contact you about other future programmes that we think you may be interested in.

If you are selected to participate or be a contributor to one of our programmes we will use the personal information you have provided us for the purposes of developing, producing, distributing and administering the programme you have chosen to participate in.

Information we collect about you when you visit and use our website will be used by us to ensure our website is presented in the most effective way for you and your computer, and for internal record keeping. For more information, see **Cookies** below.

However we use your information, we make sure that such use complies with law and the law allows us to use personal data for a variety of reasons. These include:

- in order to perform our contractual obligations with our clients, customers and suppliers;
- where we have obtained your consent; in order to discharge our legal and regulatory obligations;
- in order to establish, exercise or defend our legal rights or for the purpose of legal proceedings;
- as is necessary for our legitimate business interests, such as:
- allowing us to effectively and efficiently manage and administer the operation of our business (being the development, production and distribution of television programmes);
- maintaining compliance with internal policies and procedures; and monitoring the use of our intellectual property.

### **Data storage**

We will collect, process and retain any personal information collected from you in accordance with all laws and regulations relating to the protection of personal data including the Data Protection Act 1998 and, after 25 May 2018, the General Data Protection Regulation ((EU) 2016/679) (“**GDPR**”).

We will retain information collected about you for as long as is necessary for the purpose of developing, producing, distributing and administering the programme you have participated in. Your information may be securely held by us for a maximum period of 6 years.

### **Accessing your information**

You have rights when it comes to how we handle your personal information. These rights include:

- The right of access;
- The right to be informed;
- The right to rectification;
- The right to erasure;
- The right to restrict processing;
- The right to data portability;
- The right to object;
- Rights in relation to automated decision making and profiling.

If you would like a copy of some or all of your personal information, please contact us directly using the contact details on our website at [www.airtv.co.uk](http://www.airtv.co.uk). If we cannot comply with your request to exercise your rights we will usually tell you why. There will not usually be a charge for handling a request to exercise your rights.

### **Cookies**

A cookie is a small file of letters and numbers that we put on your computer. We use cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to our visitors’ needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of our website.

### **Links to other websites**

Our website may, from time to time, contain links to and from other websites. If you follow a link to any other website please note that these websites may have their own privacy policies and we do not accept any responsibility or liability for these policies.

### **Outside Europe**

We use certain third party companies to distribute our programmes on our behalf. These third party companies are only allowed access to your information as is necessary to perform this function. They are not allowed to use it for any other purpose.

Some of these third party companies are either located and/or operate outside the European Economic Area. Where we share your information with such companies, we will take all steps necessary under GDPR to ensure that your information is treated securely and in accordance with this privacy policy.

### **Changes to our business**

If we become involved in a merger, acquisition, restructuring, reorganisation or other transaction involving the sale of some or all of our assets, then your information may be included in the assets which are transferred to the new owner and may be provided to the entities and advisors involved.

If there are changes to our business (such as a reorganisation or restructuring), your personal information will remain subject to this privacy policy (as amended from time to time). However, where your personal information is transferred to a new owner following a merger or acquisition, it may be subject to a different privacy policy. We, or the new owner, will provide notice to you (where practicable) before any of your personal information becomes subject to a different privacy policy.

### **Are my details safe?**

We endeavour to take all reasonable steps to protect your personal information. Where reasonably practicable we use industry-standard technology to allow for the encryption of sensitive information.

### **Changes to our privacy policy**

We keep our privacy policy under regular review and we may change it from time to time. Any updates will be posted on this webpage.

This policy was last updated on 12 April 2019.

### **How to contact us**

If you have any questions about our privacy policy or the information that we hold about you please contact us at:

- Data Protection Officer, Air TV Ltd; Yorkhub, Popeshead Court Offices, Peter Lane, York, YO1 8SU
- [info@airtv.co.uk](mailto:info@airtv.co.uk)

### **Information Commissioner's Office (ICO)**

The ICO is the UK's independent body set up to uphold information rights.

If you are unhappy about the way in which your information has been handled you are able to contact the ICO at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns).