



AIR TV LTD PRIVACY NOTICE
--

VERSION	4.1	DATED	18/03/24
---------	-----	-------	----------

This Privacy Notice sets out how Air TV Ltd collects and uses information about individuals, including those who are involved in the programmes that we make.

About Air TV Ltd

Air TV Ltd is an independent television production company based in Yorkshire that produces quality television series and other content for worldwide distribution. Air TV specialises in documentary, current affairs, history and popular factual programme making, producing content for a range of UK and international broadcasters.

Air TV Ltd is committed to protecting the privacy of others and complying with all relevant data protection laws and regulations.

Air TV Ltd's main office is at Air TV Ltd; The Yorkshire Studios, Leeds East Airport, Church Fenton, LS24 9SE

Please contact Air TV Ltd's Data Protection Officer if you have any questions or concerns at: info@airtv.co.uk and at the main office address.

Why do we collect personal information?

We collect and process personal information in connection with the programmes that we make for a number of reasons including:

- operating and managing our business effectively and lawfully;
- contacting individuals about taking part in our television programmes and assessing individuals' suitability to take part in television programmes;
- as part of and in connection with our programme-making and other activities;
- producing, exhibiting, exploiting, distributing, publicising, advertising and promoting our television programmes by any media (now known or hereafter invented) throughout the world;
- responding to queries from members of the public;
- collecting information from an individual's computer when they visit our website www.airtv.co.uk (including the IP address and geographical location and any other information the individual chooses to send us) in order to display the website effectively, and for internal record keeping, see Cookies section below.

What personal information will we collect and why?

We will, are likely, or may process the following information about you in connection with our programme production activities which we may obtain from you directly or from a third party:

1. your name, your gender, your age and date of birth, your address and contact details such as your email address and telephone number, your handwriting as well as other basic details about you. We need this information to correspond with you and to contract with you and for administrative and other purposes.
2. your image, your gender, your age and birth date, information contained within your passport, your driving licence and possibly other official documents which identify you. We need this information to check your identity and to ensure compliance with relevant laws and regulations.
3. information about your past and present personal, home and family life. We need this information to be able to assess your suitability to take part in programmes and to comply with our contractual and regulatory obligations.
4. information about your past and present professional life including information about your current role, officer number (for police officers), crew number (for ambulance crews) and work schedule, your previous work history, your qualifications and your experiences. We need this information for administrative purposes, to be able to assess your suitability to take part in our programmes and to comply with our contractual and regulatory obligations.
5. whether you consent or object to being identified in a programme and if you object, the basis of your objection. We need this information to assess your suitability to take part in our programmes and to comply with our contractual and regulatory obligations.
6. information about you that is on social media and the internet including images of you and other personal information that is contained there. We need to process this information in order to verify your identity and to assess your suitability to take part in our programmes.
7. information concerning your physical and mental health. We need this information in order to assess your suitability for participation in our programmes, and for compliance with contractual obligations we have to third parties, who are subject to statutory regulation.
8. information concerning any criminal convictions or cautions you may have, information about any criminal activity you may be or have been involved in and information concerning current criminal proceedings or criminal allegations relating to you or in which you are involved. We need this information in order to assess your suitability for participation in our programmes; and for compliance with contractual obligations we have to third parties, who are subject to statutory regulation.
9. your age, gender, gender identity, ethnicity, disability and sexual orientation. We will use this information for diversity analysis monitoring.
10. any and all personal information revealed on camera and contained within footage filmed for a programme (or footage provided to us by a third party such the police or an emergency service medical crew) in connection with a programme, including your image and voice and potentially a very wide range of personal information relating to you or revealed by you and others including without limitation:
 - 10.1. your name; your gender; your age and date of birth; your address and contact details; information about your past and present personal, home and family life; information about your past and present professional life including information about your current role such as your position and work schedule, your previous work history, your qualifications and your experiences;

- 10.2. information concerning your racial and ethnic origin, political opinions, religious or philosophical beliefs, your membership of a trade union, your health including details of your physical and mental injuries or illnesses, surgical procedures or other medical treatments including potentially invasive treatments such as resuscitation, cardiac defibrillation and intubation, your emotional or psychological conditions, any medication or other substances that have been proscribed, administered or taken by you, your addictions, your sex life or your sexual orientation (“special category data”); and
- 10.3. information concerning any criminal convictions or cautions you may have and any other criminal activity you may have been suspected of or involved in; information concerning the nature and status of any arrests, charges, prosecutions, court proceedings or other interactions between you and the authorities; and information about any criminal behaviour you have witnessed or which has affected you and the nature and status of any related police investigation or prosecution (“criminal convictions and offences data”).

We need this information for editorial reasons and for the production of our programmes, for contractual reasons and obligations we have to third parties, and or to comply with our obligations to you pursuant to our contract with you.

Lawful bases for processing the above information

The first column of the following table refers to the types of personal information set out in the numbered paragraphs above. The second column lists the lawful bases we rely upon in order to process these types of data.

Para	Lawful Basis
1	Processing is: <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. the principal commissioning broadcaster of the television programme or series. • necessary for the performance of our contract with you or in order to take steps prior to entering into the contract.
2	Processing is: <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. the principal commissioning broadcaster of the television programme or series. • necessary for the performance of our contract with you or in order to take steps prior to entering into the contract.
3	Processing is necessary for the purposes of our legitimate interests and others e.g. the principal commissioning broadcaster of the television programme or series.
4	Processing is necessary for the purposes of our legitimate interests and others e.g. the principal commissioning broadcaster of the television programme or series.
5	Processing is: <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. the principal commissioning broadcaster of the television programme or series. • necessary for the performance of our contract with you or in order to take steps prior to entering into the contract.
6	Processing is necessary for the purposes of our legitimate interests and others e.g. the principal commissioning broadcaster of the television programme or series.
7	Processing is:

	<ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. the principal commissioning broadcaster of the television programme or series, and/or • necessary for the performance of our contract with you or in order to take steps prior to entering into the contract; and • undertaken with your explicit consent.
8	<p>Processing is:</p> <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. the principal commissioning broadcaster of the television programme or series and/ or • necessary for the performance of our contract with you or in order to take steps prior to entering into the contract; and • undertaken with your explicit consent and / or • undertaken in connection with public interest journalism.
9	<p>Processing is:</p> <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and other e.g. the principal commissioning broadcaster of the television programme or series; and • undertaken with your explicit consent.
10	<p>Processing is:</p> <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. the principal commissioning broadcaster of the television programme or series; • necessary for the performance of our contract with you or in order to take steps prior to entering into the contract.
10.1	<p>Processing is:</p> <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. the principal commissioning broadcaster of the television programme or series; and / or • necessary for the performance of our contract with you or in order to take steps prior to entering into the contract.
10.2	<p>Processing is:</p> <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. the principal commissioning broadcaster of the television programme or series; and / or • necessary for the performance of our contract with you or in order to take steps prior to entering into the contract; and • undertaken with your explicit consent; and / or • undertaken in connection with public interest journalism which can include the public interest in showing the work of the emergency services such as the police, fire service, hospital staff, Lifeboat services or air, sea and land ambulance crews. • In addition, following exploitation of the Series, such information contained within the Series may be information manifestly made public by you and if so we will rely on the relevant provisions of the DPA 2018 for any further processing of that information.
10.3	<p>Processing is:</p> <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. the principal commissioning broadcaster of the television programme and / or • necessary for the performance of our contract with you or in order to take steps prior to entering into the contract; and • undertaken with your explicit consent; and / or • undertaken in connection with public interest journalism which can include the public interest in showing the work of the emergency services such as the police, fire service, hospital staff, Lifeboat services or air, sea and land ambulance crews.

- | |
|--|
| <ul style="list-style-type: none">• In addition, following exploitation of the Series, such information contained within the Series may be information manifestly made public by you and if so we will rely on the relevant provisions of the DPA 2018 for any further processing of that information. |
|--|

Sharing your personal information

Your personal information is processed by our employees and staff. Sometimes we use third parties who are contractually engaged to provide services to us that may involve the sharing of personal information e.g. IT services, legal and accountancy services. We also may need to share your personal information with other organisations from time to time including with:

- companies involved with our business activities e.g. broadcasters, post-production houses, sales agents, distributors;
- broadcasting regulators e.g. Ofcom;
- the police or other regulatory bodies as required by law in connection with the investigation of crimes.

Although based in the UK, our business is global which means that we may need to transfer your personal information to organisations outside the European Economic Area (EEA).

Wherever your information is transferred to organisations outside the EEA, we will ensure that adequate safeguards are in place to ensure the safety and security of your personal information and that it is processed in accordance with this Privacy Notice.

How we store your personal information

We have implemented appropriate measures to ensure that your personal information is kept safe and secure e.g. by storing it securely, and by keeping electronic data on secure servers and hard drives with appropriate levels of security including encryption and firewalls. However, the internet is an open system and we cannot guarantee that unauthorised third parties will never be able to defeat those measures.

We will only keep your personal information for as long as we need to. For those participating in our programmes, we are likely to retain your personal information for as long as is necessary in order to produce, exhibit, exploit, distribute, advertise, publicise and promote the programme in accordance with our legitimate interests and legal obligations. Personal information that is no longer required will be deleted/destroyed.

Your rights

You have a number of rights in respect of your personal information, including the right to request:

- access to the personal information that we hold about you;
- that we do not process your personal information for direct marketing purposes;
- that inaccurate personal information we hold about you is corrected;
- that personal information is deleted;
- that your personal information is provided to you in a portable format.

Note that most of these rights are not absolute and are limited to certain defined circumstances. Accordingly, we may not be able to comply with any such request.

If the basis of our processing of your personal information is 'consent' you have the right to withdraw your consent at any time. However, note that your data may be being processed subject to another lawful basis as set out above.

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.

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.

Getting in touch

If you have any questions or concerns regarding your personal data, please contact Air TV Ltd's Information Officer at info@airtv.co.uk

You may also contact the Information Commissioner's Office if you have concerns about the way in which your personal data has been processed by Air TV Ltd: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. <https://ico.org.uk/make-a-complaint/>

Changes to this Privacy notice

We may update or amend this Privacy Notice from time to time.

Air TV Ltd
March 2024