

ACME TV - PRIVACY NOTICE

About ACME TV

ACME TV Ltd is an independent television production company based in London that makes a broad range of factual and specialist factual programmes for exploitation around the world.

ACME TV's main office is at 6 Osborn Street, London, E1 6TD.

ACME TV is committed to protecting the privacy of others and complying with all relevant data protection laws and regulations. This Privacy Policy sets out how ACME TV collects and uses information about individuals, including those who are involved in the programmes that we make.

Please contact ACME TV's Head of Production if you have any questions or concerns at: hannah@acmetv.co.uk.

Why do we collect personal information?

We collect and process personal information for a number of reasons including:

- operating and managing our business effectively and lawfully;
- contacting individuals about taking part in programmes and assessing individuals' suitability to take part;
- as part of and in connection with our programme-making and other activities;
- producing, exhibiting, exploiting, distributing, publicising, advertising and promoting our programmes by any media (now known or hereafter invented) throughout the world; and
- responding to queries from members of the public.

What personal information will we collect and why?

We will, are likely, or may process the following information about you in connection with our 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 may 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 may 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 may need this information to be able to assess your suitability to take part in the programmes we are producing and to comply with our contractual and regulatory obligations.

4. information about your past and present professional life including information about your current role and work schedule, your previous work history, your qualifications and your experiences. We may need this information for administrative purposes, to be able to assess your suitability to take part in the programmes we are producing and to comply with our contractual and regulatory obligations.
5. whether you consent or object to being identified in programmes we are producing and if you object, the basis of your objection. We may need this information to assess your suitability to take part in 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 programmes we are producing.
7. information concerning your physical and mental health. We may need this information in order to assess your suitability for participation in programmes we are producing, 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 may need this information in order to assess your suitability for participation in programmes we are producing; 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 may need this information for diversity analysis monitoring.
10. any and all personal information revealed on camera and contained within footage filmed for programmes we are producing (or provided by a third party to us in connection with programmes we are producing) including your image and voice and potentially a very wide range of personal information relating to you 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 and the details of any legal claim made by or against you and enforcement action taken against you or on your behalf, including any assets seized and the circumstances surrounding the seizure.
 - 10.2. information concerning your racial and ethnic origin, political opinions, religious or philosophical beliefs, your membership of a trade union, your health and any medical treatment you receive, 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 (“criminal convictions and offences data”).

We may need this information for editorial reasons and for the production of programmes we are producing, 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. Where ‘legitimate interests’ is referred to, this means our legitimate interests in producing quality television programmes and other content for exploitation around the world.

Para	Lawful Basis
1	Processing is: <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. broadcasters we are producing programmes for. • 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. broadcasters we are producing programmes for. • 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. broadcasters we are producing programmes for.
4	Processing is necessary for the purposes of our legitimate interests and others e.g. broadcasters we are producing programmes for.
5	Processing is: <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. broadcasters we are producing programmes for. • 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. broadcasters we are producing programmes for.
7	Processing is: <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. broadcasters we are producing programmes for; 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	Processing is:

	<ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. broadcasters we are producing programmes for; 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. broadcasters we are producing programmes for; 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. broadcasters we are producing programmes for; and/or • 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. broadcasters we are producing programmes for; and / or • necessary for the performance of our contract with you or in order to take steps prior to entering into the contract and / or • undertaken in connection with public interest journalism.
10.2	<p>Processing is:</p> <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. broadcasters we are producing programmes for; 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. <p>• In addition, following exploitation of the Series, such information contained within programmes 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.</p>
10.3	<p>Processing is:</p> <ul style="list-style-type: none"> • necessary for the purposes of our legitimate interests and others e.g. broadcasters we are producing programmes for; 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 <p>• In addition, following exploitation of the Series, such information contained within programmes 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.</p>

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 object to and or restrict our processing of your personal data and 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.

Getting in touch

If you have any questions or concerns regarding your personal data, please contact ACME's Head of Production at: hannah@acmetv.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 ACME TV:

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.

ACME TV
January 2023