Data Protection and Privacy Policy

MediaActive promises to take great care with your personal data, and we commit to protecting any personal information we obtain about you.

This Privacy Policy sets out how and why we obtain, use and protect personal information.

1. **Who are we and who controls your data?**

MediaActive Projects C.I.C **(MediaActive)** is a not for profit arts organisation**.** Our registered address is Wem Town Hall, High Street, Wem, Shropshire, SY4 5DG and our company number is 9011465.

This Privacy Policy relates to information which is obtained by MediaActive and for which MediaActive is the Data Controller.

2. **Why do we hold and process personal data?**

We hold and process personal data for a number of reasons:

- To enable us to alert interested parties to relevant opportunities with MediaActive and partners and reputable organisations, as they arise and in direct response to an individual having registered their interest in working with us, hearing about relevant opportunities, and/or taking part in our programmes and events.
  Registration by interested parties may be instigated by completing and submitting a paper copy or online application form, by signing a hard copy mailing list form, or by contacting us via email.
- To enable us to continue sharing relevant information on opportunities as they arise in direct response to an individual having applied via online or hard copy application form, to take part in a specific opportunity (BFI Film Academy for example).
- To send interested parties who have registered with us, marketing information about our work, projects and relevant opportunities.
- To fulfil contractual obligations entered into with partners and sponsors of projects and opportunities of which project and event participants are the beneficiaries.
- To meet wider legal obligations such as those of our grant funders.
- To meet our reporting duties.

3. **What data do we hold and how long do we hold it?**

Attendance at Events or Involvement in our Projects

We gather information on those who participate in projects or attend our events via feedback forms/visitor surveys/registers. This includes data we need to gather for evaluation for our funders or to improve our services.

On occasion a survey may also invite individuals to register interest in receiving information and/or promotional materials by joining a mailing list. When this is the case, parties are required to opt in by indicating consent on a hard copy or online form.
On occasion event attendees and project participants will be asked to complete an Image and Artwork release form (or similar). This is to ensure we have permission to share content that includes images of the participant, or artwork made by participant. Sharing of such content is not for commercial purposes, but enables us to profile projects and artworks created and celebrate the achievements of our project participants.
Image and Artwork release forms will need to be completed by a parent or guardian when the represented party is under 18 years of age.

We store this information securely for as long as is relevant for any particular project, and generally for no more than 10 years. Electronically stored data is password protected and hard copy data is stored in locked cabinets. In both cases, access to the data is restricted to delegated personnel only, under the guidance of the Company Manager.

Mailing list

There may be occasion when individuals can subscribe to our mailing list via our website or our hardcopy mailing list sign-up form. When individuals have signed up and provided contact details it enables us to send regular information about our programme.

The data also helps us to understand our user base and report to our funders about the profile of our participants and audiences. We do not share personal data with third parties or send MediaActive communications to individuals without prior consent.

Website Use and Social Media Interaction

The MediaActive website does not store or capture personal information. Sections of our website may request personal information, for example, to register interest in a specific project or opportunity, to join our mailing list or to contact us directly. This information is directed to MediaActive and is stored electronically and is password protected, and will not be shared with any other agencies and will remain confidential. The purpose for requesting this personal information will be clear on disclosure.
This website contains links to external website and resources over which we have no control. MediaActive is not responsible for the content or availability of these websites.

When evaluating our social media marketing, we will look at post reaches and who has liked or interacted with our offer. This information is retained by us and anonymised /converted to statistics if we are required to share it with our funders.

Use of 'Cookies'

A 'cookie' is a small text file that is written to your computer by your web browser. The MediaActive website may use 'essential cookies' to enhance the website user experience. Cookies can be disabled in your browser in the options. For help and support in deleting and controlling cookies, you can visit http://www.aboutcookies.org/ or the BBC webwise pages.

Other

Our work is dynamic and we may introduce new features or run new projects, which may require the collection of new information. If we collect materially different personal data or materially change how we use an individual's data, we will notify said individual and may also modify this Privacy Policy.

4. **How do I access my data or opt-out**

   With respect to the personal information MediaActive holds, individuals have the rights of access, rectification, erasure, and restriction. Individuals also have the right to object to processing and may exercise any of these rights by either unsubscribing at any time from our mailing list by clicking the link in the footer of any email (when relevant), or by contacting MediaActive on info@mediaactive.org

   Individuals may request access to the information that we hold about them, and may also request the correction, amendment, or deletion of any of their personal information that is inaccurate, and/or may also simply opt-out of the database.

5. **How do we share information?**

We do not share our data with third parties unless contractually or legally compelled to do so, in which case the third party will be a project partner or funder who has a defined and appropriate interest and shares the data protection and safeguarding ethos that we work to.

Legal Disclosures

It is possible that we will need to disclose information about an individual when required by law, warrant, or other legal process or if we have a good faith belief that disclosure is reasonably necessary to (1) investigate, prevent, or take action regarding suspected or actual illegal activities or to assist government enforcement agencies; (2) enforce our agreements with the individual, (3) investigate and defend ourselves against any third-party claims or allegations, (4) protect the security or integrity of our Service (such as by sharing with companies facing similar threats); or (5) exercise or protect the rights and safety of MediaActive.

8. **How secure is my information?**

   MediaActive maintains suitable safeguards, including reasonable physical, administrative and technical safeguards to protect its database from unauthorized access, disclosure, alteration or destruction.

Electronically stored data is password protected and hard copy data is stored in locked cabinets. In both cases, access to the data is restricted to delegated personnel only, under the supervision of the Company Manager.

9. **Changes to This Privacy Policy**

MediaActive reserves the right to change this privacy statement and will publish a revised privacy policy that reflects such changes as required by law.

10. **Email Disclaimer**

The information in any e-mail (and/or document attached) sent by or on behalf of MediaActive is confidential and may be legally privileged and/or contain copyright material of MediaActive. This information is intended solely for the use of the named addressee. If the recipient is not the named addressee of an email from MediaActive, they should notify the sender immediately and do not disclose, copy or distribute the contents to any other person.

Any contractual representations contained therein on behalf of MediaActive must not be taken as final, and are entirely subject to contracts signed formally by an authorised representative of this organisation.
Whilst MediaActive takes all reasonable precautions to ensure that e-mails are virus free, no responsibility will be taken for viruses transmitted from its systems.

Data Protection Information

Find out about the UK Data Protection Bill (https://ico.org.uk/for-organisations/data-protection-bill/).

Find out about EU General Data Protection Regulation (GDPR) (https://www.eugdpr.org/).
You have the right to make a complaint direct to the UK's data protection authority, the Information Commissioner's Office (ICO).

The ICO can be contacted at:
https://ico.org.uk/global/contact-us/

Concerns can also be logged via the ICO website.

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