

BACK2BACK WEBSITE PRIVACY NOTICE

1 Introduction

Welcome to Back2Back's Website Privacy Notice.

Back2Back is an independent TV production company. We respect your privacy and are committed to protecting your personal data. This privacy notice applies to anyone who uses our website backtoback.tv and/or our merchandise microsite for the series *Help! My House is Haunted* help-myhouseishaunted.myshopify.com ("our Websites") and to anyone else whose personal data we otherwise process in connection with the provision of our services. This privacy notice should be read in conjunction with (as applicable) the following additional privacy notices:

- **Contributor and Talent Privacy Notice** if you are an applicant, participant, contributor, performer, presenter or audience member who is or may be featured in one of our programmes or projects.
- **Recruitment Privacy Notice** if you send us your CV and/or apply to work for us.
- **Internal Privacy Notice** if you are (or were) employed or engaged by us as an employee, contractor, freelancer, intern or other worker.

2 Who we are and our contact details

For the purposes of data protection laws, Back2Back Productions Limited ("Back2Back", "we", "us" or "our") is the data controller of your personal data which means that we are responsible for deciding how we hold and use your personal data.

If you have any questions about this privacy notice or the way we process your personal data, please contact us at:

Email address: becs.notman-watt@back2back.tv

Address: back2back productions, Unit 3, Clifton Mews, Clifton Hill, Brighton BN1 3HR

Telephone: 01273 227700

3 What personal data we collect

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). The personal data we process about you may include the following (as applicable):

- Your first name, maiden name, last name, username or similar identifier, marital status, title, date of birth, and gender;



- Your email address, telephone numbers, and postal address;
- Information which you provide in, or we learn about you from, any correspondence or communications with us, including details of any enquiries or requests made to us;
- Your marketing and communication preferences; and
- When you purchase merchandise from us, details of your purchase history, and details of any queries regarding your purchase.

Unless otherwise specified in our Contributor and Talent Privacy Notice, Recruitment Privacy Notice or Internal Privacy Notice, we tend not to collect any "special categories" of personal data about people (ie. details of race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about health, and/or genetic and biometric data). The information we collect may include information about any criminal background (for us to meet our legal and regulatory obligations to safeguard the welfare of you, the other participants, contributors and audience members, our employees and freelancers to assess your suitability to take part in the Programme and to assess the need for and (if required) obtain Permits).

4 How we collect your personal data

We may collect your personal data in several ways, including where:

- You telephone us, contact us by email, or via post or social media;
- You interact with one of our Websites, including when you purchase merchandise from us;
- Your employer or a business that you are associated with (or with whom you are contracted) supplies us with a service; and/or
- From publicly available sources.

5 The purposes for which we process your personal data

We process your personal information so that we can:

- Provide our TV production services;
- Perform our obligations under any contracts that we have with you (or are about to enter into with you);
- Promote our own services and send you marketing communications;
- Engage with our suppliers and keep records of any transactions we have with them;
- Where you purchase merchandise from us - fulfil your order, process payments, deliver your purchase and respond to any queries about your purchase;
- Administer our website and keep it secure;

- Comply with our legal and regulatory obligations and prevent fraud.

Under relevant data protection legislation we can only process your personal data if we have a legal basis for doing so. Most commonly that will be:

- To perform a contract we have (or are about to) enter into with you;
- To pursue our legitimate business interests (or those of a third party). These interests include our interests in providing effective TV production services, promoting our business through marketing communications, and carrying out our administrative and operational functions;
- To comply with our legal and regulatory obligations.

Occasionally we may also process your personal data where we have your consent. Where we rely on consent as the lawful basis for processing your personal data, you have the right to withdraw your consent at any time.

On rare occasions, we may also need to process your personal data in the following circumstances:

- Where it is necessary to protect your vital interests or those of another person; and
- Where it is necessary for the performance of a task carried out in the public interest such as equal opportunities monitoring.

We may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. We may process your personal data ourselves or in conjunction with our third-party service providers in accordance with paragraph 7 below. Please note that we may process your personal data without your knowledge or consent where this is required or permitted by law.

6 Automated Decision Making

We do not envisage that any decisions will be taken about you using automated means, however, we will notify you if this position changes.

7 Sharing your personal data with third parties

We may share your personal data with third party companies, agents, contractors or service providers if this is necessary to provide you with services, respond to your enquiries or for any of the purposes described in this policy.

Details of third parties with whom we may share your personal data include (without limitation):

- Back2Back's production partners (including co-production companies, distributors and broadcasters), suppliers, promoters and advertisers;
- Information technology providers such as cloud service providers, archive storage providers, and file sharing websites;

- Our online merchandise store provider (Shopify);
- Our bank, insurance brokers, accountants, lawyers and other professional advisors;
- Relevant tax authorities.
- In the event that our business or any part of it is sold or integrated with another business, your personal data may be disclosed to our advisers and those of any prospective purchaser and will be passed to the new owners of the business.

We seek to ensure that any third party engaged by us who processes your personal data in connection with the purposes listed above has policies and procedures in place to ensure compliance with data protection laws. For any third parties that are based, or process data, outside of the UK/EEA we engage such third parties in accordance with paragraph 8 below.

We may share your personal data with third parties where we are required to do so by law or regulation or in connection with other legal proceedings (including where we believe that your actions violate applicable laws or any agreement with us) or in order to protect our rights, property, or safety of our employees or others.

8 International data transfers

We may share your personal data with third-parties (including external third-party service providers) who may be based outside the UK and the EEA. However, we will not transfer your personal data outside of the UK and the EEA unless:

- Such transfer is to a country or jurisdiction which the EU Commission and/or the UK has approved as having an adequate level of protection;
- Appropriate safeguards are in place in accordance with data protection laws. These safeguards include the use of standard contractual clauses or binding corporate rules; or
- The transfer is otherwise allowed under data protection laws (including where we have consent, the transfer is necessary for important reasons of public interest, is necessary for the establishment, exercise or defence of legal claims or is necessary for the performance of a contract with the data subject).

We will ensure that where your personal data is transferred outside of the UK and the EEA, it is afforded the same protection as would be afforded to it within the UK and the EEA.

9 Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

10 **Data retention**

We will only keep the information we collect about you for as long as required for the purposes set out above or as required to comply with any legal obligations to which we are subject.

11 **Marketing**

You have the right to ask us to stop sending you marketing communications. You can do this by following the opt-out links on any marketing communications sent to you, or, by emailing us with your request using the details provided above. We will action any opt-out request from you as soon as we can.

12 **Your rights**

Under certain circumstances you have rights in relation to your personal data. See below a description of those rights:

- The right to request a copy of your personal data held by us;
- The right to correct any inaccurate or incomplete personal data held by us;
- The right to request that we erase personal data we hold about you;
- The right to request that we restrict the processing of your data;
- The right to have your personal data transferred to another organisation;
- The right to object to certain types of processing of your personal data by us; and
- The right to complain (please see paragraph 14 of this notice).

Please note that the above rights are not all absolute and are subject to applicable data protection law. If you wish to exercise any of the rights set out above, please contact us using the details provided above.

13 **Changes to the privacy notice and your duty to inform us of changes**

We may make changes to this notice from time to time, including as may be necessary or prudent to reflect any changes in the ways in which we process personal data or any changes in data protection laws. Any changes we make to this notice will be posted on this page. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

14 **Questions and Complaints**

We take our data protection obligations seriously. If you have any questions or complaints about this notice or the way that we handle your personal data, we would appreciate the chance to deal with your concerns in the first instance before you approach the relevant data protection authority. Please contact us using the details provided in paragraph 2 above. You have the right to make a complaint at any time to the relevant supervisory authority for data protection issues which, in the UK, is the Information Commissioner's Office (ICO) (www.ico.org.uk).

Last updated September 2023