

Cinefade Limited Privacy Policy

Last Updated on 9th November 2022

This Privacy Statement describes how Cinefade Limited ('We') manages personal information and respects your privacy. This policy may be amended from time to time. We encourage visitors of our sites to regularly review our Privacy Policy and we want you to know that we are not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes.

All "Personal Information" (which is defined as any information that identifies or can be used to identify, contact, or locate the person to whom such information pertains) that we collect and maintain will be subject to this Privacy Policy.

THE TYPE OF INFORMATION WE COLLECT

We limit personal information that we hold to the bare minimum, which may include name, email address, telephone number, website, social media handle, city of residence and any comments or notes.

UPDATING YOUR PERSONAL INFORMATION AND PRIVACY PREFERENCES

Upon request we will provide you with information about whether we hold any of your personal information. To request this information please contact our Data Protection Officer (see details below).

You have the right to access and correct, or delete your Personal Information and privacy preferences at any time. This may also be accomplished by contacting our Data Protection Officer. We will respond to your request promptly within a reasonable timeframe.

HOW WE GET PERSONAL INFORMATION AND WHY WE HAVE IT

Most of the personal information we process is provided to us directly by you for communication purposes or to conduct business and enter into a contract.

We also receive personal information indirectly, from publicly available sources, such as website data for purposes of client outreach and/or marketing.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

- Your consent. You are able to remove your consent at any time. You can do this by contacting us (see below).
- We have a contractual obligation.
- We have a legitimate interest.

HOW YOUR PERSONAL INFORMATION IS USED

We collect your information in order to keep you updated with our new developments and to stay in touch with or contact you directly. We do not sell, rent or share your personally identifiable information to or with third parties.

We may use this information to:

- Send you requested product or service information.
- Keep you informed about the latest news or product updates
- Customize your experience, including targeting our services and offerings to you.

We may store information that we collect through cookies, log files, transparent images, and/or third party sources to create a summary of your profile.

CHOICE / OPT OUT

You may "opt out" of receiving our email updates and newsletters by contacting our Data Protection Officer.

The choice to opt out of such communications is also available in any newsletters we send to you.

We use a third-party provider (MailChimp) to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see MailChimp's privacy notice. You can unsubscribe to general mailings at any time by clicking the unsubscribe link at the bottom of any of our emails or by emailing our Data Protection Officer.

PROTECTION OF YOUR PERSONAL INFORMATION

The Personal Information that we hold on you is protected, held securely and accessed only by Cinefade Limited's Director.

COOKIE AND TRACKING TECHNOLOGIES

The Site may automatically collect information as you browse, such as Internet Service Provider, browser type and version, operating system and device type, average time spent on our site(s), pages viewed, information accessed, the Internet Protocol (IP) address used to connect your computer to the Internet and other relevant statistics.

We may combine this automatically collected log information with other information we collect about you. We do this to improve marketing and analytics.

A cookie is a small, unique text file that a website can send to your computer when you visit a site. We may use session cookies, which terminate when a user closes his or her browser, and/or persistent cookies, which remain on the user's computer until manually deleted. Most web browsers can either alert you to the use of cookies or refuse to accept cookies entirely. If you do not want us to deploy cookies to your browser, you can set your browser to reject cookies or to notify you when a website tries to put a cookie on your computer.

When someone visits www.cinefade.com we use a third party service (Google Analytics) to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone.

CHANGES IN PRIVACY POLICY

We reserve the right to amend the Privacy Policy from time to time at our sole discretion. If as the result of such changes, you want to alter the ways in which we are allowed to use your Personal Information, you can do so by following the procedure described above.

YOUR DATA PROTECTION RIGHTS

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information.
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.
- You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.
- Please contact us if you wish to make a request (see below).

PRIVACY COMPLAINTS

Individuals located in certain countries, including the European Economic Area, have certain statutory rights in relation to their personal data. Subject to any exemptions provided by law, you may have the right to request access to Information, as well as to seek to update, delete or correct this Information.

To the extent that our processing of your Personal Data is subject to the EU General Data Protection Regulation, we rely on our legitimate interests, described above, to process your data. Where Cinefade processes certain Personal Data for our own direct marketing purposes, you have a right to object to our use of your Personal Data for this purpose at any time by contacting us and opting out from receiving all email.

We take our users' privacy concerns seriously. If you believe that we have not complied with this Privacy Policy with respect to your Personal Information, you may contact the Data Protection Officer at Cinefade Limited. In your email please describe in as much detail as possible the ways in which you believe that the our Privacy Policy has not been complied with. We will investigate your complaint promptly.

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this Web site, you can contact our Data Protection Officer.

CONTACT DETAILS

Cinefade Limited
Attn: Data Protection Officer
oliver@cinefade.com
Telephone number: +44 (0) 77 8993 0557
www.cinefade.com/contact