

“I HOPE THIS HELPS – 2022-23”

DATA PROTECTION NOTICE FOR FILMMAKERS

About Us

For the purposes of the applicable UK Data Protection legislation (including the UK General Data Protection Regulation) (“UK GDPR”), the controller for any personal information collected from you in connection with the “I HOPE THIS HELPS” film project (referred to in this Data Protection Notice as the “Film”) is Many Particulars Limited (referred to as “we”, “us” or “our” in this Data Protection Notice). Further details about us are given below.

Please note the following information relating to the processing of your personal information:

(a) Information we collect from you as Filmmaker:

Information contained in your Video

- (i) Your Video itself and any data embedded within the digital file of your Video may contain personal information about you, such as your image, voice, name, age, sex, language(s) spoken, location and other personal details about you.
- (ii) Your Video may also include (deliberately or by inference) **sensitive personal information** which you record as part of the project sharing your experiences. This is classified as “special category data” under UK GDPR, meaning data which reveals racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic or biometric data, or concerns your health, sex life, and/or sexual orientation (“**Special Category Data**”).

Personal Contact Details

- (iii) When submitting your Video to us via the Film Website or, if requested, via direct electronic means (if applicable) we ask you to provide the following personal information. We need to establish that you are eligible to submit your Video under the Terms and Conditions, and to contact you if your Video is provisionally selected for possible inclusion in the Film or on a Film Website:
 - your name,
 - confirmation that you are at least 18 years old (and above the legal age of majority in your country of residence if that is more than 18),
 - your email address,
 - your contact telephone number,
 - your country of residence, and
 - the country in which your Video was filmed and/or recorded.
- (iv) If you visit the website releaseform.ihopethishelpsfilm.com (the “**Release Website**”) in order to obtain an electronic link to share with people who feature in your Video through which those individuals can submit Appearance Releases to you electronically, we ask you to provide the following personal information, which we need to be able to send you an electronic link to share with individuals appearing in your Video:

- your name,
- your email address.

These details are required so that we can link your Video with the appropriate release forms and ensure we have the appropriate permissions to feature people and places you have recorded in the Film.

Additional Material/Information required for technical reasons

- (v) If your Video is provisionally selected for possible inclusion in the Film (without any obligation to do so), we may contact you via the email address and/or telephone number you have given us for the following reasons:
- we may need to obtain from you a higher resolution copy of your Video;
 - to request copies of signed Appearance Releases from individuals appearing recognisably in your Video (unless you have already provided these to us at the point of submitting your Video to the Film Website); and
 - to obtain additional documentation concerning the use of your Video, such as a signed Location Release.

We may also ask you at this point to provide your home address, which we will use for the purposes of applying or enforcing the Terms and Conditions, should this be required and (where required by distributors and licensees of the Film and insurers for the Film) assisting in establishing the identity of all users whose submissions are included in the Film.

Other Information

- (vi) We may collect other personal information from you in connection with the Film or any Film Website, but only if you consent to providing such information.

(b) How we use your information, and the legal basis

- (i) We will review your Videos and may record some details about the information you provide us in that material, on the basis it is in our legitimate interest, in order for us to help sort and categorise all of the Videos we receive to organise all of that material in a way that enables us to assemble footage to make the Film.

We also believe it is necessary and in our legitimate interest to use personal information contained in your Video itself, including any Special Category Data, in order to make a film which is an authentic, accurate portrayal of mental health in the world today.

You specifically gave us your express consent to use any sensitive personal information you reveal about yourself, known as Special Category Data, when you uploaded your Video to us and ticked the box acknowledging this.

- (ii) We will use the personal information we collect from you, such as your contact details and including information which you provide in your Video, to exercise our rights and carry out our obligations under the Terms and Conditions, on the basis that it is necessary for the performance of the contract we have with you, and our legitimate interests in producing, making available and exploiting the Film and any Film Website.

- (iii) We will also use your personal information to respond to any queries or complaints we receive and to deal with any legal disputes, on the basis that it is necessary for our legitimate interests in producing and making available the Film and any Film Website.
- (iv) We may disclose information from or about you if it is necessary for compliance with a legal obligation to which we are subject (for example, if we are required to do so by a court order), or on the basis that it is necessary for our legitimate interests to do so (for example, in order to apply or enforce the Terms and Conditions). This may also include exchanging information with other companies and organisations for the purposes of legal advice and enforcement.
- (v) If we transfer all, or substantially all, of our business assets to another company, that company will acquire the personal information we have collected and will assume the rights and obligations with respect to that personal information, on the basis that it is necessary for the purposes of our legitimate interests in transferring our business.
- (vi) If with your consent we collect other personal information from you in connection with the Film or any Film Website, we will only use it on the basis of that consent.
- (vii) Except as set out above and in the following paragraph (c), we will not sell or disclose any of the personal information we collect from you to any third party.

(c) Who we share your information with

- (i) In order to produce, distribute, publicise, promote, market, make available and exploit the Film and any Film Website and to collect your personal data, we will use the input of and/or grant or licence rights to third party suppliers, content hosting services providers, partners, distributors and licensees (for instance, Google and other third party suppliers involved in any Film Website, operators of the Release Website or other digital platforms which issue, collect and/or process electronic copies of release forms and any third parties involved with the distribution, publicity, promotion, marketing, making available and exploitation of the Film on YouTube, any other Google services and in any other media worldwide). This may require the disclosure to such third parties of your contact details, as well as further personal information about you (including any of your personal data included in the Video) which is relevant to the production, distribution, publicity, promotion, marketing, making available and/or exploitation of the Film and any Film Website, including without limitation potential opportunities for you to participate in publicity, promotion and marketing for the Film. We may also share any of the release forms provided by you (including the personal data included in such releases) with distributors and licensees of the Film and insurers for the Film in order to evidence our clearance of all necessary rights in the Film. This information may be transferred electronically (by e-mail or otherwise), but we will only provide such information to third parties on a confidential basis, and in a manner that safeguards the security of your personal information.
- (ii) Some of the third party suppliers, distributors and licensees we use may be situated in countries outside the UK (such as Australia and the USA) that do not always have the same standards of Data Protection laws as the UK. However, in this case we will ensure that appropriate clauses (based on the EU Standard Contract Clauses) are in place to ensure that your information is adequately protected, and that enforceable rights and effective legal remedies are available for data subjects.

(d) How long do we keep personal information?

- (i) We will retain the personal information you provide when visiting the Release Website or submitting your Video to the Film Website or via Google Forms, or whilst your Video is being considered for inclusion in the Film or any Film Website and any personal information about you included in your Video and any data embedded within the digital file of your Video for 12 months (but subject to sub-paragraph (ii) below), or if subsequently your Video is selected for inclusion in the Film or any Film Website, for so long as the Film or the relevant Video is protected by copyright, or (in either case) for longer in case of issues arising relating to your Video or its inclusion in the Film or any Film Website (in which case the information will be retained for as long as it is relevant).
- (ii) Whether or not your Video is selected for inclusion in the Film or any Film Website, we and our partners, distributors and licensees involved in the production, publicity, promotion, marketing, making available and exploitation of the Film, any Film Website or any future similar audiovisual project may wish to contact you in future by email to (A) provide you with updates and other information relating to the Film or any Film Website, including for example information about premieres and screenings of the Film and (B) invite you to contribute to a similar audiovisual project. If we do, we will use your name and email address for this purpose, on the basis that it is necessary for the purposes of our legitimate interests in promoting and producing the Film and any such other similar audiovisual project in future, but you can opt out of this by ticking the relevant box situated on the Film Website, or on the Google Form, to indicate that you do not wish to receive such emails, and all emails we send you in future (other than in relation to your Video for the Film or any Film Website) will contain a link to opt out of further such contact from us. Unless you do opt out, we will retain your name and email address for so long as it is relevant to do so.
- (iii) At the end of the periods indicated above, it may not be possible in certain cases to physically delete the data (for instance, where it is stored on a secure external server), in which case we will take appropriate steps to ensure that it is not available for re-use or disclosure to third parties.

(e) Your rights as a data subject

As a data subject you have certain rights including:

- (i) the right to access the information held about you;
- (ii) the right to ask us not to process your personal data for marketing purposes;
- (iii) the right to ask us to rectify inaccurate personal data about you;
- (iv) the right to receive your personal data in a structured, commonly used and machine-readable format and to transmit the data to another controller without hindrance (data portability);
- (v) the right to ask for the restriction of personal data concerning yourself that is inaccurate, unlawfully processed, or no longer required;

- (vi) the right to ask for the erasure of personal data concerning yourself where processing is no longer necessary, or the legitimate interests we have in processing your data are overridden by your interests, rights and freedoms as the data subject;
- (vii) where the processing of your personal data is based on a consent you have given, you have the right to withdraw that consent at any time; and
- (viii) the right to make a complaint about any use of your information to the supervisory authority (the UK Information Commissioner’s Office).

You can withdraw your consent for us to process your personal data (including any Special Category Data) and exercise any of the above rights at any time by emailing privacy@ihopethishelpsfilm.com.

(f) Cookies

The Film Website and the Film Website (as applicable) use cookies and similar technologies from Google Analytics, Google tags, Floodlight Tags and Urchin Traffic Monitor tags, with your consent. These allow us to analyse traffic to the site, and optimise the site for the best user experience.

You can obtain further information about them at <https://policies.google.com/technologies/cookies>.

(g) Further information

If you have any questions or requests regarding our use of your personal information, please contact us by email to: privacy@ihopethishelpsfilm.com or write to us at: Many Particulars Limited, 20-22 Wenlock Road, London, England, N1 7GU.

Many Particulars Limited is a company registered in England and Wales, registered number 13337881, registered office 20-22 Wenlock Road, London, England N1 7GU.

(h) Definitions used in this Data Protection Notice

Certain words used in this Data Protection Notice are as defined in the Terms and Conditions for the Film (“Terms and Conditions”), a copy of which can be found at www.ihopethishelpsfilm.com/termsandconditions.

“Appearance Release”: a signed release from an individual appearing recognisably in your Video (and, where applicable, their parent or legal guardian)

“Film”: reference to the Film in this notice also includes:
 any and all versions of such film now or hereafter produced, any part or parts of such film and any audio only track or version of such film;
 any trailers, teasers, advertising or promotional material, DVD and Blu-ray “extras”, bonus materials, electronic press kits, soundtrack albums, making-of films, documentaries or other productions, sound recordings or materials based on, or relating to such film, or any other material connected with advertising, promoting, publicising or exploiting such film;

“Film Website”: any website owned by us (or any of our assignees, licensees or successors) relating (in whole or in part) to the Film through which Videos are submitted for the Film for consideration, (but not

necessarily included in the Film) currently located at www.ihopethishelpsfilm.com.

- “Filmmaker Release”:
- a signed release from you as filmmaker;
- “Location Release”:
- a signed location release from the owner of any location appearing in your Video;
- “Video”:
- a video (containing moving images and sound, or simply moving images, or simply sound, subject to the restrictions in the Terms and Conditions) filmed or recorded in connection with the Film or project hashtag on a social platform, including all or any part(s) of such videos and any material subsequently sent to us in connection with the video e.g. a longer cut