

“I HOPE THIS HELPS FILM 2023 - EMAIL SIGN UP”

DATA PROTECTION NOTICE FOR PEOPLE SIGNING UP TO THE PROJECT/CREATING AN ACCOUNT IN CONNECTION WITH THE PROJECT

This Data Protection Notice describes how and why we would like to use your information for the “I Hope This Helps” Film Project. For ease, this is referred to as the “Film” throughout this notice.

This Data Protection Notice applies to individuals who sign up or create an account at www.ihopethishelpsfilm.com in order to receive communications about the project.

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.

We may use third party companies such as SendinBlue or MailChimp to assist with our communications and marketing activities in relation to the Film. These third parties will be “data processors” who will act on our behalf.

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

(a) Information we collect from you:

When creating an account/signing up to receive communications about the Film, we ask you to provide us with:

- your email address

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

- (i) We will use your information in order to communicate with you and give you information about the Film and how to get involved on the basis that it is in our legitimate interest to promote the Film and you have consented to receive such communication.
- (ii) 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.
- (iii) 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). This may also include exchanging information with other companies and organisations for the purposes of legal advice and enforcement.
- (iv) 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.
- (v) 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. This may require the disclosure to such third parties of your contact details. 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 for 12 months (but subject to sub-paragraph (ii) below).
- (ii) 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 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 clicking on an “unsubscribe” link in any email correspondence in relation to the Film. 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.

“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.

“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