

MY PRODUCTION SERVICES – PRIVACY NOTICE

We are **MY Production Limited**, a company registered in England and Wales, with company number 06617630 and address: Saxon House, 27 Duke Street, Chelmsford, England, CM1 1HT ("**we**", "**us**", "**our**", "**My Production**"). We are the "data controller" in respect of your personal information.

You can contact us by emailing us at: info@myproduction.co.uk.

This Privacy Notice describes how we collect and process your personal information through My Production websites, apps, devices, products, services online, and applications that reference this Privacy Notice (together "**MY Production Services**"). Please read the following carefully to understand our practices regarding your personal information and how it will be treated.

Contents:

- 1. What personal information does MY Production collect from customers?**
- 2. How and when do we collect your personal information?**
- 3. What are the reasons for MY Production processing your personal information?**
- 4. Cookies**
- 5. Legal basis for processing**
- 6. Does MY Production share your personal information?**
- 7. What are my rights?**
- 8. How long do we keep your personal information?**
- 9. Where we store your personal information**
- 10. Security and passwords**
- 11. Contacts and Revisions**

1. What personal information does MY Production collect from customers?

We collect your personal information in order to fulfil video purchasing and rental orders from our Streaming Platform ("**MY Spotlight Independent VOD**", "**MY Production**", "**Streaming Platform**", "**MY Spotlight Independent**"). The types of information we gather, includes:

Information You Give Us: we receive and store any information you provide in relation to MY Production Services. You can choose not to provide certain information, but then you might not be able to take advantage of other new MY Production Services. We and our third-party providers and business partners who enable us to operate, may collect and process the following personal information about you which you provide:

- contact details (such as your name, address, email address and telephone number);
- demographic information (such as age and/or other information that may identify you as an individual);
- password and other authentication information;
- responses to any customer satisfaction surveys or market research (unless these are provided anonymously);
- financial and credit card information; and
- your marketing preferences.

Automatic Information: we automatically receive and store certain types of information when you use MY Production Services, such as information about your use, including your interaction with content and services available through MY Production Services. Like many websites, we may use cookies and other unique identifiers and we obtain certain types of information when your web browser or device accesses MY Production Services and other content served by or on behalf of MY Production on other websites. These types of information may include the following:

- information about your device, operating system and IP address;
- your login information;
- browser type and version; and
- information about your visit on our website and/or apps, including URL, clickstream (i.e., your journey to, through and from our site), length of visits to certain pages, and page interaction information.

For more information on cookies, see section 4 below.

We may also collect personal information about you from other sources:

- information about your interactions with products and services offered by our subsidiaries;
- search results and links, including paid listings (such as sponsored links); and

- information about internet-connected devices and services.

2. How and when do we collect your personal information?

We collect and process personal information when you:

- visit our website and/or use our app (including when you leave any reviews or comments, or fill in forms on our site, or when you sign up for newsletters or enter a competition);
- purchase any of our products and/or services;
- contact our customer service centres or request information from us in any other way;
- participate in our customer satisfaction surveys or other market research, feedback and survey responses; and
- communicate with us via social networking websites, third party apps or similar technologies.

3. What are the reasons for MY Production processing your personal information?

We process your personal information to operate, provide, and improve the MY Production Services that we offer our customers. These purposes include:

- **To provide you with our products and services.** We use your personal information to provide you with our products and services, for processing payments and to communicate with you about orders.
- **Troubleshoot and improve MY Production Services.** We use your personal information to provide functionality, analyse performance, fix errors, and improve usability and effectiveness of the MY Production Service.
- **Recommendations and personalisation.** We use your personal information to recommend features, products, and services that might be of interest to you, identify your preferences, and personalise your experience with My Production Services.
- **Communicate with you.** We use your personal information to communicate with you in relation to MY Production Services via different channels (e.g., by phone, email, chat) including to send you marketing and advertising materials (and tailor these for you).
- **Security, Fraud Prevention and Credit Risks.** We process personal information to authenticate your access to our website and/or apps, for security and fraud prevention, to ensure our products and services are safe and secure and to comply with applicable laws and regulations.

4. Cookies

As mentioned above, when you visit our websites and/or apps, we may also collect information from you automatically, for example using cookies and other similar technologies. A cookie is a small file of letters and numbers that we may set on your device.

The cookies we use fall into the following categories:

- **Session cookies:** These allow our site to link your actions during a particular browser session. These expire each time you close your browser and do not remain on your device afterwards.
- **Persistent cookies:** These are stored on your device in between browser sessions. They allow your preferences or actions across the site to be remembered. These will remain on your device until they expire, or you delete them from your cache.
- **Strictly necessary cookies:** These cookies are essential for you to be able to navigate the site and use its features. Without these cookies, the services you have asked for could not be provided.
- **Performance cookies:** These cookies collect information about how you use our site, e.g., which pages you go to most often.
- **Functionality cookies:** These cookies allow the site to remember the choices you make (such as your user name, language, last action and search preferences) and provide enhanced, more personal features.

If you do not wish for cookies to be installed on your device, you can change the settings on your browser or device to reject cookies. For more information about how to reject cookies using your internet browser settings please consult the “Help” section of your internet browser (or alternatively visit <http://www.aboutcookies.org>). Please note that, if you do set your Internet browser to reject cookies or otherwise withdraw your consent in relation to cookies, you may not be able to access all of the functions of the site.

5. Legal basis for processing

We will only process your personal information where we have a legal basis to do so. The legal basis will depend on the purposes for which we have collected and use your personal information. In almost every case the legal basis will be one of the following:

- **Consent:** For example, where you have provided your consent to receive certain marketing from us. You can withdraw your consent at any time, including by clicking on the “unsubscribe” link at the bottom of any marketing email we send you.
- **Our legitimate business interests:** Where it is necessary for us to understand our customers, promote our services and operate effectively, provided in each case that this is done in a legitimate way which does not unduly affect your privacy and other rights. For example, we will rely on this legal basis when we conduct certain market analysis to understand our customers in sufficient detail so we can create and/or improve our services.
- **Performance of a contract with you (or in order to take steps prior to entering into a contract with you):** For example, where you have purchased our services from us, and we need to use your contact details and payment information in order to process your order.
- **Compliance with law:** Where we are subject to a legal obligation and need to use your personal information in order to comply with that obligation.

6. Does MY Production share your personal information?

We may share your personal information within our group of companies (i.e., our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006) and also with our suppliers, business partners and service providers, where they are helping us to market and advertise our services as well as providing our services to you.

We may disclose your personal information to other third parties in the following cases:

- for the purposes of research, evaluation, and analysis;
- in the event that we sell any business or assets, in which case we may disclose your personal information to the prospective buyer of such business or assets;
- if we or substantially all of our assets are acquired by a third party, in which case personal information held by us about our customers and visitors to our websites and/or apps will be one of the transferred assets;
- if we are under a duty to disclose or share your personal information in order to comply with any legal or regulatory obligation or request; or
- to protect the rights, property or safety of us or our users, or others, and in order to enforce or apply our terms and conditions (this includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction).

7. What are my rights?

You have certain rights in relation to your personal information. These include: the right to object to the processing of your information for certain purposes, the right to access your personal information, and the ability to erase, restrict or receive a machine-readable copy of your personal information.

For example, you can access your information, including your name, address, payment options, profile information, purchases and any other activity upon signing up or purchasing/renting content from our website and/or apps by logging into your account via www.myproduction.co.uk/vod or by going directly to our website www.myproduction.co.uk and clicking on the VOD page and signing in.

You also have the right to withdraw your consent, if you have provided it to us.

We will handle any request to exercise your rights in accordance with applicable law and any relevant legal exemptions. If you wish to exercise any of these rights, please contact us using the contact details below.

You may also have the right to complain to a data protection authority if you think we have processed your personal information in a manner which is unlawful or breaches your rights. If you have such concerns, we request that you initially contact us (using the contact details below) so that we can investigate, and hopefully resolve, your concerns.

8. How long do we keep your personal information?

We take steps to ensure that the personal information that you provide is retained for only as long as it is necessary for the purpose for which it was collected. After this period it will be deleted or in some cases

anonymised. For example, where you have made a purchase with us, we will keep a record of your purchase for the period necessary for invoicing, tax and warranty purposes. We may also keep a record of correspondence with you (for example if you have made a complaint) for as long as is necessary to protect us from a legal claim.

Where we have collected the personal information based on your consent and we have no other lawful basis to continue with that processing, if you subsequently withdraw your consent then we will delete your personal information. However, please note that where you unsubscribe from our marketing communications, we will keep a record of your email address to ensure we do not send you marketing emails in future.

9. Where we store your personal information

The personal information that we collect may be transferred to, and stored at, a destination outside the EEA or the UK, including countries, which have less strict, or no data protection laws, when compared to those in the EEA or the UK.

Whenever we transfer your information as described in the paragraph above, we will take steps which are reasonably necessary to ensure that adequate safeguards are in place to protect your personal information and to make sure it is treated securely and in accordance with this privacy notice. In these cases, we rely on approved data transfer mechanisms (such as standard contractual clauses) to ensure your information is subject to adequate safeguards in the recipient country. If you are located in the UK or the EEA, you may contact us for a copy of the safeguards which we have put in place to protect your personal information and privacy rights in these circumstances.

10. Security and passwords

You must keep your password and any other authentication information for our websites and/or apps confidential. If you know or suspect that anyone other than you knows your password or any other authentication information, you must promptly notify us using the contact details below.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted during your use of our websites and/or apps.

Our websites and/or apps may, from time to time, contain links to and from third party websites and services such as our business partners and advertisers. If you follow a link to any of these websites and/or services, please note that they have their own privacy notices and we do not accept any responsibility or liability for them. Please check any such third party privacy notices before you submit any personal information to these websites or services.

11. Contacts and Revisions

If you have any concern about cookies or privacy information at MY Production Services or want to contact one of us, please email info@myproduction.co.uk and we will try to resolve the issue for you.

We may change this privacy notice at any time. The new privacy notice will be displayed on our websites and apps. The date this privacy notice was last updated appears at the bottom.

This Privacy Notice was last updated on 19 June 2023.