

Ffilm Cymru Wales

Privacy Notice

What's included in this privacy notice?

Ffilm Cymru Wales is a film agency for Wales supporting Welsh or Wales-based writers, directors and producers with development and production funding, industry assistance, training and mentoring opportunities, as well as promoting films to the general public and the use of film in education and community regeneration, producing educational resources in conjunction with teachers to aid literacy and general learning. You can find out more information about us [here](#).

This document (our “privacy notice”) sets out information relating to how we use personal information relating to individuals we have dealings with, including industry professionals, funding partners, sponsors, investors, course participants, investment beneficiaries, suppliers, customers and website users. It also sets out information about what rights individuals have in relation to their personal information and various other matters required under data protection law.

In particular, this privacy notice provides information to individuals about how they can object to our use of their personal information, how they can withdraw any permissions they have given to us to enable us to process their personal information, and how they can make a complaint.

This privacy notice contains the following sections:

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Who does this privacy notice apply to?

This privacy notice applies to:

- Our customers
- Our suppliers
- Individuals who use our website
- Individuals who subscribe to our newsletters or updates
- Individuals who engage with us on social media
- Individuals who engage with us as industry professionals
- Individuals who provide us with sponsorship or investment or act as funding partners
- Individuals who are our investment beneficiaries
- Individuals who attend our courses
- Individuals who participate in one of our surveys or questionnaires; and
- Individuals who participate in our competitions or promotions.

In the sections below, when referring to the individuals listed above, we use the terms “you” or “your.”

What's our approach to privacy?

We take your privacy extremely seriously and want you to feel confident that your personal information is safe in our hands. We will only use your personal information in accordance with data protection law applicable to England and Wales from time to time.

Under data protection law, when we use your personal information, we will be acting as a data controller. Essentially, this means that we will be making decisions about how we want to use your personal information and why.

Below, we summarise the main rules that apply to us under data protection law when we use your personal information:

1.	We must be upfront about how we intend to use your personal information and must use your personal information fairly. Providing privacy information to individuals (such as in this privacy notice) is one aspect of using personal information fairly.
2.	We must only use certain types of sensitive personal information (such as information relating to your health, racial or ethnic origin or religion) if we can also satisfy one of the conditions for processing this type of information set out in data protection law. These conditions include circumstances where you have given us your explicit consent to use the information.

<p>3.</p>	<p>We must only use your personal information if we have a legal basis to do so under data protection law. These legal bases include:</p> <ul style="list-style-type: none"> • That we need to use your personal information to perform a contract between us (or to take steps at your request prior to entering into a contract); • That we have a legitimate interest to process your data due to our commercial business needs and such use isn't contrary to your expectations; • That you have consented to our use of your personal information. • We need to use your personal information to comply with laws we are subject to.
<p>4.</p>	<p>We are only permitted to share your personal information with others in certain circumstances and if we take steps to ensure that your personal information will be secure.</p>
<p>5.</p>	<p>Generally speaking, we must only use your personal information for the specific purposes we have told you about. If we want to use your personal information for other purposes, we need to contact you again to tell you about this.</p>
<p>6.</p>	<p>We must not hold more personal information than we need for the purposes we have told you about and must not retain your personal information for longer than is necessary for those purposes (this is known as the "retention period"). We must also securely dispose of any information that we no longer need.</p>
<p>7.</p>	<p>We must ensure that we have appropriate security measures in place to protect your personal information.</p>
<p>8.</p>	<p>We must act in accordance with your rights under data protection law.</p>
<p>9.</p>	<p>We must not transfer your personal information outside the European economic area ("EEA") unless certain safeguards are in place. One such safeguard is that the personal data is only transferred to a country</p>

	that has been approved by the European commission as having an acceptable level of data protection law.
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How will we use your personal information?

How we will use your personal information, the legal bases we will rely upon, how long we will keep your personal information and other details will depend upon who you are and why we need your personal information in the first place.

In this section, we provide specific privacy information relating to the different categories of individuals that this privacy notice applies to.

Our customers

<p>What personal information we may use</p>	<ul style="list-style-type: none"> • Your name • Your address • Your email address; • Your telephone number • Details of any complaints.
<p>How we will obtain the personal information</p>	<ul style="list-style-type: none"> • Provided by you when ordering from us, or making a complaint.
<p>What purposes we will use the personal information for</p>	<ul style="list-style-type: none"> • We will use your name, address and other contact details to supply goods and/or services to you and to communicate with you about such supply. We will also use this information to deal with any complaints you make; • We will keep a record of the information listed above for our internal administrative purposes; • We will also use the above information for legal and regulatory purposes.
<p>The legal bases for processing we rely upon</p>	<ul style="list-style-type: none"> • Our use of your personal information in connection with the supply of goods or services to you and dealing with any

	<p>complaints is necessary for the performance of the contract between us;</p> <ul style="list-style-type: none"> • Our use of your personal information for our internal administrative purposes is based on our legitimate interests in ensuring that our business is run properly and efficiently; • Our use of your personal information for legal or regulatory purposes is necessary to enable us to comply with our legal and regulatory obligations – including complying with equalities law and fulfilling any freedom of information requests of our principal funders - and/or to enable us to bring, defend or deal with legal claims.
<p>How long we retain the personal information and why</p>	<ul style="list-style-type: none"> • See appendix 1
<p>Consequences of not providing/permitting us to obtain personal information</p>	<ul style="list-style-type: none"> • Without your name and contact details we will be unable to supply goods or services to you.

Individuals who contact us with enquiries or interests via email, telephone or in person

<p>What personal information we may use</p>	<ul style="list-style-type: none"> • Your name; • Your contact details (such as your telephone number or email address or postal address); • Details of your enquiry/interests; • Date of birth; • Previous employment/work experience details and details of your educational background; • Place of birth/residency (for establishing Welsh benefit/relevance); or • Self-identification data on gender, process of gender transitioning, race, nationality, religion, sexuality, maternity/paternity status; languages and socio-economic status (prefer not to say option always available in respect of each of these, where applicable).
<p>How we will obtain the personal information</p>	<ul style="list-style-type: none"> • Provided by you when you contact us (e.g. By making a phone call or emailing us) or making

	<p>an enquiry at our premises.</p>
<p>What purposes we will use the personal information for</p>	<ul style="list-style-type: none"> • We will use the personal information to deal with your enquiry or progressing contractual matters; • We will also make a record of your enquiry for internal administrative purposes; • We will keep a record of the information listed above for our internal administrative purposes; • We will also use the above information for legal and regulatory purposes.
<p>The legal bases we rely upon</p>	<ul style="list-style-type: none"> • Our use of your personal information to deal with enquiries is based on your consent and our legitimate interests in ensuring our business is run efficiently and effectively and to meet your reasonable commercial expectations. • Our use of your personal information for record keeping purposes, reporting and

	<p>complying with legal obligations. Is based on our legitimate interests in ensuring our business is run efficiently and effectively.</p> <ul style="list-style-type: none"> • Our use of your personal information may be necessary in order for the performance of or preparation for the performance of a contract between us.
<p>How long we retain the personal information and why</p>	<p>See appendix 1.</p>
<p>Consequences of not providing/permitting us to obtain personal information</p>	<ul style="list-style-type: none"> • We will not be able to send you details to resolve your enquiries or provide information of opportunities that you might wish to be involved with that connect you to the film, creative and related industries subsequent to your enquiry.

Individuals providing sponsorship, acting as funding partners or who are investment or training beneficiaries

<p>What personal information we may use</p>	<ul style="list-style-type: none"> • Your name; • Your contact details (such as your telephone number or email address); • Bank account details; • Credit check information; • Passport information • Work permit status • Disclosure and barring service (dbs) checks where services are being provided for young and/or vulnerable people. • Equalities, diversity and inclusion data.
<p>How we will obtain the personal information</p>	<ul style="list-style-type: none"> • Provided by you when you contact us to provide or apply for funding and or sponsorship opportunities, or subsequently provided by you during the contracting or reporting process.
<p>What purposes we will use the personal information for</p>	<ul style="list-style-type: none"> • We will use the personal information to obtain funding and/or sponsorship provided to us by you;

	<ul style="list-style-type: none"> • We will use the personal information to provide you with funding and/or sponsorship sums due to you; • We will use some of the information you provide to enable us to report to our funders (e.g. The Arts Council of Wales/BFI/Welsh Government/UK Government or other funding partners) and prepare annual reports and accounts – on matters such as assessing demand on our funds and associated resources, our equalities, diversity and inclusion (EDI) performance and funding awards made, respecting the dignity and confidentiality of sensitive data – with reporting such as edi statistics anonymized. • We will also make a record of your enquiry for internal administrative purposes.
<p>The legal bases we rely upon</p>	<ul style="list-style-type: none"> • Our use of your personal information in connection with the

	<p>acceptance or provision of funding and/or sponsorship is necessary for the performance of the contract between us.</p> <ul style="list-style-type: none"> • Our use of your personal information for our internal administrative purposes is based on our legitimate interests in ensuring that our business is run properly and efficiently and to meet your reasonable commercial expectations. • Our use of your personal information for legal or regulatory purposes is necessary to enable us to comply with our legal and regulatory obligations and/or to enable us to bring, defend or deal with legal claims.
<p>How long we retain the personal information and why</p>	<p>See appendix 1</p>
<p>Consequences of not providing/permitting us to obtain personal information</p>	<ul style="list-style-type: none"> • We will not be able to accept any offers of funding or sponsorship from you.

	<ul style="list-style-type: none">• We will not be able to offer or pay any funding or sponsorship to you.
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Individuals who undertake surveys, questionnaires, competitions or promotions run by us

<p>What personal information we may use</p>	<ul style="list-style-type: none"> • Your name; • Your address; • Your email address; • Your telephone number; • Previous employment details and details of your educational background; • Self-identification data on gender, process of gender transitioning, age race, nationality, religion, sexuality, maternity/paternity status; languages, socio-economic status (prefer not to say option always available in respect of each of these, where applicable).
<p>How we will obtain the personal information</p>	<ul style="list-style-type: none"> • Provided by you when you choose to take part in a survey, questionnaire, competition or promotion run by us.
<p>What purposes we will use the personal information for</p>	<ul style="list-style-type: none"> • We will use your name, address and other contact information to communicate with you about such surveys/questionnaires, competitions or promotions run by us.

	<ul style="list-style-type: none"> • We used collated responses to inform how we develop future policy. • We will keep a record of the information listed above received as part of surveys of questionnaires. Such personal data will be anonymised at the point of storage. • We will keep a record of your name, address and other contact information for our administrative purposes. • We will use certain information to compile reports to our funders (for example in respect of reporting on the reach of our services). • We will also use the above information for legal and regulatory purposes.
<p>The legal bases we rely upon</p>	<ul style="list-style-type: none"> • Our use of your personal information in connection with the survey, questionnaire, competition or promotion run by us is necessary for the performance of such interaction between us.

	<ul style="list-style-type: none"><li data-bbox="804 159 1310 869">• We will rely on your consent to use your personal data in any research resulting from any such survey or questionnaire and have requested and retain your details in any such research database created. We will explain how such data will be used in each instance at the time of collection.<li data-bbox="804 891 1326 1496">• Our use of your personal information for our internal administrative purposes is based on our legitimate interests in ensuring that our business is run properly and efficiently and to meet your reasonable commercial expectations.<li data-bbox="804 1518 1326 2016">• Our use of your personal information for legal or regulatory purposes is necessary to enable us to comply with our legal and regulatory obligations and/or to enable us to bring, defend or deal with legal claims.
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<p>How long we retain the personal information and why</p>	<p>See appendix 1.</p>
<p>Consequences of not providing/permitting us to obtain personal information</p>	<ul style="list-style-type: none"> Without your personal details, we will be unable to let you take part in the relevant survey questionnaire, competition or promotion undertaken by us.

Individuals who use our website

<p>What personal information we may use</p>	<ul style="list-style-type: none"> Technical information, including the internet protocol address used to connect your computer to the internet, (where relevant) your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform. Information about your visit, including the full uniform resource locators (“url”), clickstream to, through and from our website (including date and time), products you viewed or searched for, page response times,
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	download errors, length of visit to certain pages.
How we will obtain the personal information	<ul style="list-style-type: none"> Some of the information is obtained by us automatically whenever you use our website.
What purposes we will use the personal information for	<ul style="list-style-type: none"> The above information is used by us to: <ul style="list-style-type: none"> track usage of our website; and Help us to continually improve our website.
The legal grounds we rely upon	<ul style="list-style-type: none"> Our collection and use of the above information is based on our legitimate interests in ensuring that our website is user-friendly and appeals to our customers.
How long we retain the personal information and why	See appendix 1.
Consequences of not providing/permitting us to obtain personal information	<ul style="list-style-type: none"> The website will be less responsive to users needs as we will not have access to information on how people are responding to the on-line content.

Individuals who subscribe to our newsletters, events information or updates

What personal information we may use	<ul style="list-style-type: none"> • Your name. • Your email address.
How we will obtain the personal information	<ul style="list-style-type: none"> • Provided by you when you subscribe to our newsletters, events or updates.
What purposes we will use the personal information for	<ul style="list-style-type: none"> • To provide you with the newsletters, event services or updates you have requested; • To provide you with related information that we think may be of interest to you.
How long we retain the personal information and why	<ul style="list-style-type: none"> • See appendix 1

The legal grounds we rely upon	<ul style="list-style-type: none"><li data-bbox="810 188 1326 741">• We will rely on our legitimate interest in promoting our products and services and to provide you with other information that may be of interest to you in a highly networked sector to meet your reasonable commercial expectations.<li data-bbox="810 763 1310 1099">• We may rely on your consent to provide you with the newsletters or updates you have requested and retain your details on our subscriptions database;
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<p>Consequences of not providing/permitting us to obtain personal information</p>	<ul style="list-style-type: none"> • Without your contact details, we will not be able to provide you with newsletters, events information and updates; • You can opt-out of receiving related information at the time you subscribe to our newsletters and updates and each subsequent time we contact you. In such event we will only continue to hold such information required by us to fulfil any on-going contractual or legal basis commitments.
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When will we use your personal information for direct marketing?

In addition to data protection law, if we use your personal information for direct marketing purposes, we may also be subject to additional rules that regulate direct marketing. The term “direct marketing” essentially means directing marketing material or advertising at a particular individual.

To ensure compliance with both data protection laws and the specific rules relating to direct marketing, we will only use your personal information to tell you about our latest offers or to inform you of products and services that we think may be of interest to you in the circumstances outlined below:

<p>Direct marketing by telephone or post</p>	<p>We will only contact you in this way if you have</p>
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	<p>given us your express consent to do so.</p>
<p>Direct marketing by email, text or other forms of electronic communication</p>	<ul style="list-style-type: none"> • We will only contact you in this way if: • You have given us your express consent to do so; or you are an existing customer and we want to tell you about similar products or services that may be of interest to you and you have not opted out of receiving such communications.

Our legal bases for such processing under data protection law will either be your consent or reliance upon our legitimate interests in developing our business.

We will retain your personal information unless and until you inform us that you no longer wish to receive direct marketing information from us. You can ask us to stop sending direct marketing to you at any time by clicking on the unsubscribe link on our website or contained within our marketing correspondence.

When will we share your personal information with others?

Sometimes, we will need to share your personal information with others. This section sets out details of who we will share your personal information with and why. It also tells you about our legal basis for doing so under data protection law and steps we will take to protect your personal information.

We will never sell your personal information on to third parties.

Our service partners

<p>Who are our service partners?</p>	<ul style="list-style-type: none"> • Our service partners include: <ul style="list-style-type: none"> • Funders – including those who are providing our finance or co-financing initiatives or projects with us, for example; • Online ticketing platforms, for booking event attendance; • Mail services; • Theatres, cinemas and other venues hosting events organised by us; • Our professional advisors, such as lawyers and accountants; • Couriers and other suppliers of delivery services. • We haven't included the names of our service partners in this privacy notice because their identity will change from time to time. However, if you would like further information about any of our current service providers, please contact
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	us at privacy@ffilmcymruwales.
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<p>Why we need to share your personal information with them</p>	<ul style="list-style-type: none"> • We use the service partners described above to enable us to perform our contracts with you and offer services to you.
<p>The legal bases we rely upon when sharing your personal information</p>	<ul style="list-style-type: none"> • The sharing of your personal data with suppliers and sub-contractors is necessary for the performance of our contract with you.
<p>What precautions do we take?</p>	<ul style="list-style-type: none"> • We enter into contracts with our service providers that require them to put appropriate security measures in place and which restrict their use of your personal information.

Our marketing partners

<p>Who are our marketing partners</p>	<ul style="list-style-type: none"> • We may use marketing partners or marketing agencies to create and/or deliver advertising and other promotional material on our behalf from time-to-time. • We haven't included the names of our marketing partners in this privacy notice because their identity will change from time to time. However, if you would like further information about any
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	<p>of our current marketing partners, please contact us at privacy@ffilmcymruwales.com.</p>
<p>Why we need to share your personal information with them</p>	<ul style="list-style-type: none"> • We may need to share your personal information with our marketing partners if we ask them to create marketing materials addressed to you or to contact you with direct marketing on our behalf.
<p>The legal bases we rely upon when sharing your personal information</p>	<ul style="list-style-type: none"> • We will either be relying on your express consent or our legitimate interests in developing and expanding our business.
<p>What precautions do we take?</p>	<ul style="list-style-type: none"> • We enter into contracts with our marketing partners providers which require them to put appropriate security measures in place and which restrict their use of your personal information and to delete personal data upon completion of their contracted task.

Providers of information technology services

<p>Who will we be sharing your personal information with?</p>	<ul style="list-style-type: none"> • Suppliers of information technology products and services such as: <ul style="list-style-type: none"> • online ticketing platforms; and • External it service providers who assist with the setting up of our computer network, mail cloud storage and back-up server provision. • We haven't included the names of our it providers in this privacy notice because their identity may change from time to time. However, if you would like further information about any of our current it providers, please contact us at privacy@ffilmcymruwales.com.
<p>Why we need to share your personal information with such providers</p>	<ul style="list-style-type: none"> • We use suppliers of information technology products and services in connection with the supply, maintenance and/or improvement of our it network and the creation, development hosting and maintenance of our website; • We use analytics and search engine providers to assist us to improve our website.
<p>The legal bases we rely upon when</p>	<ul style="list-style-type: none"> • We rely upon our legitimate interests in ensuring that our business can function properly

<p>sharing your personal information</p>	<p>and efficiently and that our it network is secure;</p> <ul style="list-style-type: none"> • The sharing of your personal data with analytics and search engine providers is based on our legitimate interests in having an efficient and user-friendly website.
<p>What precautions do we take?</p>	<ul style="list-style-type: none"> • We enter into contracts with our it providers which require them to put appropriate security measures in place and which restrict their use of your personal information. • Staff undertake cybersecurity training and our it providers regularly go through the compliance checklist to ensure our cybersecurity. • Our servers are in a code-locked room with restricted access and are securely backed up. External stored data services are required to maintain clear privacy policies and comply with data protection regulations.

Other third parties

We may also need to share your personal information with others in the following circumstances:

<p>If we sell, transfer or merge parts of our business or our assets</p>	<p>Within our primary funding arrangements – particularly with the arts council of wales and the bfi, for example – we are acting as their delegate and may be required to transfer assets and information to comply with their freedom of information obligations or future business developments.</p> <p>As we continue to develop our business we may choose to sell, transfer or merge parts of our business or our assets, subject to the approval of our primacy funders. Alternatively, we may seek to acquire other businesses or merge with them. During any such process, we may need to disclose your personal information to other parties (such as potential purchasers or investors). Where we do so, we will be relying upon our legitimate business interests.</p> <p>However, we will only share your personal information in this way if the third parties in</p>
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	<p>question agree to keep your personal information safe and private.</p> <p>Also, if, for example, a merger happens, the acquiring company will only be able to use your personal information in the ways set out in this privacy notice.</p>
<p>Legal or regulatory requirements</p>	<p>On occasion, we may be required to disclose your personal information to organisations such as the courts or the police to comply with legal obligations we are subject to and/or to prevent fraud or crime.</p> <p>We may also be required to disclose personal information to comply with a freedom of information request from the arts council of wales, bfi or other partner organisation under which their obligations have been passed onto us.</p>
<p>Protecting our business</p>	<p>From time to time we may need to disclose your personal information in connection with steps we need to take to protect our business interests or property.</p>
<p>Professional advice and legal action</p>	<p>We may need to disclose your personal information to our professional advisers (for example, our lawyers and accountants) in connection</p>

	with the provision by them of professional advice and/or the establishment or defence of legal claims.
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How will we use your special category personal data?

We will use special category personal information relating to you for any specific purposes to which you give us your explicit written consent from time to time.

Special category data may include the following – where you will have the ability of opting-out of the provision of any of these data categories: race, ethnic origin, politics, religion, trade union membership, health, sex life or sexual orientation. We use this data to monitor and ensure compliance under equalities legislation and on the legitimate interests of developing our services to improve diversity and inclusion. Your personal data will not be made public without your explicit written consent, but is used on an anonymized basis to inform our annual report, reporting to our funders and other relevant bodies from time-to-time and for communications.

Less commonly, we will process this type of information where we need to do so in connection with legal claims or where it such use is needed to protect your vital interests (or someone else's interests) or where you have already made the information public.

Circumstances in which we will send your personal information outside the EEA

We will only send your personal data outside the eea in the following situations:

- To comply with a legal obligation;
- Where it is necessary for the performance of a contract.

If we do transfer your personal data outside the eea, we will use one of these safeguards to make sure it is protected:

- We will only transfer it to a non-eea country which the european commission has decided has an adequate level of protection for personal data. You can find more about such countries here https://ec.europa.eu/info/law/law-topic/data-protection_en; or
- We will put a written contract in place between us and the recipient that incorporates ec model clauses relating to the transfer of personal data outside the eea. You can find out more about such clauses here [ico/international transfers](#)] or
- We will only transfer it to businesses that have signed up to a special agreement between the uk and the usa known as the privacy shield.

Examples of when your personal data might be used beyond EEA

- When the contracting party on a film transaction is outside of the eea, as with some co-financiers, sales agents, distributors and/or exhibitors;
- When an event or screening is taking place outside of the eea;
- When third party service providers are used, as with mailchimp and eventbrite who have servers in north america, for example.

In such circumstances we will ensure such third party service providers comply with the safeguards we have set out in this privacy notice to ensure that data being transferred outside the eea is suitably protected.

How do we keep your personal information secure?

We take various steps to protect your personal information while it is in our possession, including:

- Implementation of appropriate security measures to protect our it infrastructure
- Pseudonymisation of personal information
- Implementation of internal data security policies and training for members of staff in relation to such policies
- Regular reviews of data security measures implemented by service providers who may handle your personal data
- Regular crisis management exercises to ensure that we can respond to a cyber-attack or data security incident quickly and effectively

What rights do you have under data protection law?

Under data protection law, you have a number of different rights relating to the use of your personal information. The table below contains a summary of those rights and our obligations. More information about your rights and our obligations can be found on the ICO website

<https://ico.org.uk/>.

Your rights	What this involves	What our obligations are
A right of access	This is a right to obtain access to your personal data and various	<ul style="list-style-type: none"> • We must provide you with a copy or your personal information

	<p>supplementary information.</p>	<p>and the other supplementary information without undue delay and in any event within 1 month of receipt of your request;</p> <ul style="list-style-type: none"> • We cannot charge you for doing so save in specific circumstances (such as where you request further copies of your personal information).
<p>A right to have personal data rectified</p>	<p>This is a right to have your personal information rectified if it is inaccurate or incomplete.</p>	<ul style="list-style-type: none"> • We must rectify any inaccurate or incomplete information without undue delay and in any event within 1 month of receipt of your request; • If we have disclosed your personal information to

		<p>others, we must (subject to certain exceptions) contact the recipients to inform them, that your personal information requires rectification.</p>
<p>A right to erasure</p>	<ul style="list-style-type: none"> • This is a right to have your personal information deleted or removed. • This right only applies in certain circumstances (such as where we no longer need the personal information for the purposes for which it was collected). • We have the right to refuse to delete or remove your personal data 	<ul style="list-style-type: none"> • If this right applies, we must delete or remove your personal information without undue delay and in any event within 1 month of receipt of your request; • If we have disclosed your personal information to others, we must (subject to certain exceptions) contact then recipients to inform them that your

	in certain circumstances	personal information must be erased.
A right to data portability	<ul style="list-style-type: none"> • This is a right to obtain and re-use your personal information for your own purposes; • It includes a right to ask that your personal information is transferred to another organisation (where technically feasible). • This right only applies in certain limited circumstances. 	<ul style="list-style-type: none"> • If this right applies we must provide your personal information to you in a structured, commonly used and machine reasonable form • Again, we must act without undue delay and in any event within 1 month of receipt of your request; • We cannot charge you for this service.
A right to object	<ul style="list-style-type: none"> • This is a right to object to the use of your personal information. • The right applies in certain 	<ul style="list-style-type: none"> • If you object to us using your personal information for direct marketing, we must stop using your

	<p>specific circumstances only.</p> <ul style="list-style-type: none"> • You can use this right to challenge our use of your personal information based on our legitimate interests; • You can also use this right to object to use of your personal information for direct marketing 	<p>personal information in this way as soon as we receive your request.</p> <ul style="list-style-type: none"> • If you object to other uses of your personal information, whether we have to stop using your personal information will depend on the particular circumstances.
<p>A right to object to automated decision making</p>	<ul style="list-style-type: none"> • This is a right not to be subject to a decision which is made solely on the basis of automated processing of your personal information where the decision in question will have a legal impact on you or a similarly 	<ul style="list-style-type: none"> • Where such a decision is made, you must be informed of that fact as soon as reasonably practicable; • You then have 21 days from receipt of the notification to request that the decision is reconsidered or that a

	<p>significant effect.</p>	<p>decision is made that is not based solely on automated processing;</p> <ul style="list-style-type: none"> Your request must be complied with within 21 days.
<p>A right to restrict processing</p>	<ul style="list-style-type: none"> This is a right to 'block' or suppress processing of your personal information. This right applies in various circumstances, including where you contest the accuracy of your information). 	<ul style="list-style-type: none"> If we are required to restrict our processing of your personal information we will be able to store it but not otherwise use it. We may only retain enough information about you to ensure that the restriction is respected in future. If we have disclosed your personal information to others, we must (subject to certain exceptions) contact them

		to tell them about the restriction on use.
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Exercising your rights

If you wish to exercise any of your rights, you can make a request by contacting us at:

privacy@ffilmcymruwales.com

Tel: +44 (0)29 21 679369 or in writing marking the letter 'privacy matter' to:

Ffilm Cymru Wales

Tramshed Tech, Pendyris Street, Cardiff, CF11 6BH.

If you request the exercise of any of your rights we are entitled to ask you to provide us with any information that may be necessary to confirm your identity.

Your right to withdraw consent

If you have given us your consent to use any of your personal information, you can withdraw your consent at any time. To do so, please contact us using the details above.

We will review your request and will only continue to process such data if we have a legal basis to do so, such as to fulfil a contractual arrangement. We will write to you to explain in the event that this is relevant.

How can you get in touch with us?

You can get in touch with us in the following ways:

Postal address	Ffilm cymru wales c/o: Tramshed tech, pendyris street, cardiff, cf11 6bh
Email address	privacy@ffilmcymruwales.com
Phone number	+44 (0)29 21 679369

If you have any questions about this privacy notice, how we handle your personal information or if you wish to make a complaint, please contact us as above, marking your correspondence 'privacy' and we will ensure that the correct department receives your query. All our staff receive data protection training.

Right to complain to the information commissioner's officer

Ffilm Cymru Wales is registered with the information commissioner office (ICO) who are the regulatory authority within the UK for data protection.

If we are unable to deal with a complaint to your satisfaction or if you are unhappy with the way we are using your personal data, you also have the right to make a complaint at any time to the UK's supervisory authority for data protection issues, the information commissioner's office:

<https://ico.org.uk/global/contact-us/>

The ICO's helpline is **0303 123 1113** (local rate – calls to this number cost the same as calls to 01 or 02 numbers).

If you're calling from outside the UK, you may not be able to use ICO's 03 number, so please call +44 1625 545 700.

For calls to the ICO in Welsh please use 029 2067 8400. Rydym yn croesawu galwadau yn gymraeg ar 029 2067 8400.

Changes to our privacy notice

We may update this privacy notice from time to time. If we make any substantial updates, we will provide you with a new privacy notice. We may also notify you in other ways from time to time about the processing of your personal information.

Document updated as of 28th July 2022

Appendix 1: Data retention periods

Data	Retention period
Information kept for the purpose of fulfilling contractual obligations	6 years, or until the contract has been fulfilled if longer.
Equalities, diversity and inclusion reporting	Personal data will be held for 2 years and thereafter only held in anonymized form.
Mailing lists (newsletter / events)	Unsubscribed on request – unless there is another legal basis for holding data (e.g. Ongoing contractual engagement), with option made available on all communications.
Website data analytics	Personal data is automatically deleted after 28 days.
Personal information provided by professionals for the purpose of networking/receiving information/participating in events or training.	Remove on request – unless there is another legal basis for holding data (e.g. Ongoing contractual engagement). Check for accuracy of data and continued holding of data on an annual basis.