

Privacy Policy

This privacy policy sets out how Sun Dog Pictures uses and protects any information that you give us. We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement.

1. Who are we?

Our contact and registration details are as follows:

Company Name: Sundog Pictures Limited
Country of Registration: England and Wales
Company Number: 06906545
VAT Number: 9752674 77
Registered Office: 11 St John Street London EC1M 4AA
Tel: 020 7602 8163
Email: info@sundogpictures.co.uk

2. What Personal Information do we collect?

We may collect the following personal information:

Name and job title
 Contact information including email address and telephone number
 Other information relevant to customer surveys and/or offers
 Details about you, if you are taking part in a show

3. How We use Your Information and the Lawful Basis for Doing So

Purpose	Personal Information Used	Lawful Basis
Answer your enquiries or issues	Name and Contact Details	We have a legitimate Interest to answer your query and improve the services we provide
Direct marketing (where you have opted to: receive communications from us; or separately from third parties that we believe may offer services/events or products that are of interest to you)	Name and Contact Details	We will ask for your consent to process your data for each of these purposes, You may revoke your consent at any point by clicking the unsubscribe link at the bottom of each email sent to you.
Applications to be on a show	All the personal information we collect	This is necessary to fulfil our contract with you. If any of the information is sensitive we will explain separately why we might need it

4. Change of purpose

4.1 We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. Please contact us if you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose,

4.2 If we need to use your personal data for an unrelated purpose, we will notify you and explain the legal basis which allows us to do so.

4.3 Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. Where we collect your personal information from

Directly from you when you contact us, complete electronic and/or paper forms we provide to you, enter our competitions and promotions, contact us by phone, email or communicate with us directly in some other way.

6. Who we share your personal information with:

- Other service providers and advisors: such as companies that support our IT, help us analyse the data we hold, send communications to our customers, provide us with legal or financial advice and generally help us deliver our services to you.
- Purchasers of our business: buyers or perspective buyers who we sell or negotiate to sell our business to. In that case, we shall require that they abide by the terms of this Privacy Policy.
- The Government or our regulators: where we are required to do so by law or to assist with their investigations.
- Police and law enforcement: to assist with the investigation and prevention of crime.

7. Transferring your personal information internationally

We may transfer your personal information outside of the EEA.

8. Retention, updating and removal of your personal information

8.1 If you are working on a show with us, we will keep your personal information for a reasonable period to maintain our records and legal obligations to you. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

8.2 You can contact us using the details in paragraph below called “Contacting us” and, where appropriate, we will update the relevant personal information for you.

8.3 We will notify you and any applicable regulator of a breach of our obligations under data protection laws, where we are legally required to do so.

9. Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

10. Your rights in relation to your personal information

10.1 You have the following rights in relation to your personal information:

- (i) the right to be informed about how your personal information is being used;
- (ii) the right to access the personal information we hold about you;
- (iii) the right to opt-out of receiving direct marketing messages;
- (iv) the right to request the correction of inaccurate personal information we hold about you;
- (v) the right to request the blocking or deletion of your personal information where the processing does not comply with applicable data protection laws and;
- (vi) the right to request that we port elements of your data either to you or another service provider.

To exercise any of the above rights, or if you have any questions or concerns relating to your rights, please contact us by using the details set out in the "Contacting us" section below.

10.2 If you make a complaint about our handling of your personal information, it will be dealt with in accordance with our complaints handling procedure. We will respond to you within 28 days. Generally, you will not have to pay a fee for this. We can charge a reasonable fee should your request be clearly unfounded, excessive or repetitive.

10.3 We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

10.4 We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10.5 If we are unable to resolve your complaint, you may make a complaint to the Information Commissioner's Office. Please see <https://ico.org.uk/for-the-public/raising-concerns> for more information.

11. Changes to this privacy notice

This Privacy Policy was last updated on 24th May 2018. We will update it in line with legislative requirements

12. Contacting us

If you need to contact us about this policy or any matters relating to the personal information we hold on you, you can write to us at Sundog Pictures Limited, 11 St John Street London EC1M 4AA or email us at info@sundogpictures.co.uk