

## **Privacy Policy - Your rights and how we use personal information**

The British Film Institute (the “**BFI**”, “**we**”) is a registered charity (number 287780), Royal Charter Body, National Lottery distributor and non-departmental public body funded by the Department of Digital, Culture, Media and Sport.

The BFI is committed to respecting and protecting your personal information

This policy seeks to inform you about:

- how and why we collect, process and store your personal information
- your Rights

This policy applies to all the BFI’s activities, services, products and platforms.

The BFI is the **Data Controller** and Richard Brousson is the **Data Protection Officer** under the UK’s Data Protection Act 2018 and the EU’s General Data Protection Regulation 2016.

All questions and complaints about the BFI’s use and handling of personal information should be addressed to [datainfo@bfi.org.uk](mailto:datainfo@bfi.org.uk) .

You also have the right of complaint to the UK’s Supervisory Authority for Data – the Information Commissioners Office (the “**ICO**”) see <https://ico.org.uk/concerns>.

### **Information we may collect about you**

We may collect and process the following information about you:

- **Information you give us.**
  - your prefix and name, billing and delivery address, postcode, email address, phone numbers, gender, date of birth, diversity monitoring information (anonymously unless stated otherwise), payment card information.
  - If you are making a grant application - your position within the company applying and relevant experience
  - If you are a student – your course details, relevant experience, school, college or university,
  - You may provide us with this information when you set up an account (eg BFI Player, membership), apply for a grant (BFI Film Fund), apply for a course (BFI Education), buy tickets (BFI Southbank, BFI IMAX, BFI Festivals), fill in a form (competitions and surveys), or correspond with us by phone, email or in writing.
- **Information we collect automatically:**
  - Device ID’s, IP addresses and other unique identifiers
  - Your activity on our services and platforms such as title selections and browsing history
  - Advertising identifiers, such as those on mobile devices, tablets and streaming media devices and information collected by cookies (please see

our [Cookies policy](#))

- **Information we collect about you from other sources:**

- Service providers that help us determine a location based on your IP address
- Select partners that make our services available on their platform or with whom we offer co-branded services or engage in joint marketing
- Publicly available information such as geo-demographic information and measures of capacity and propensity to giving to help us fundraise effectively and in line with our ethical policies from sites such as Companies House
- Social media – depending on your settings you may have given us permission to access your personal information held by companies such as Facebook and Twitter

### **Third parties may collect information about you**

When using our websites and platforms third parties may collect information about you. This can be controlled by adjusting the settings in your internet browsers [link to info about browser settings](#)

### **Why we collect and process your personal information**

We use your personal data for the following purposes:

- Carrying out research in the public interest
- Maintaining, preserving and enhancing the BFI National Archive
- Providing you with customer service when you visit, make use of or access any of the BFI premises, services or platforms
- To administer any of your accounts, applications, contracts, enquiries or complaints
- To process payments
- Fulfil ticket, product, donation and membership requests
- Contacting you
- Providing you with information about things we think may interest you
- To prevent, detect and investigate illegal activity such as fraud
- Analyse and understand our members, audiences and customers and improve our services
- To protect and keep your personal information accurate
- Using CCTV recording equipment in and around our premises for security purposes

### **Lawful bases for processing your personal information**

Our legal basis for collecting and processing your personal information depends on the type

of personal information and how we use it. There are 6 lawful bases:

- Consent – acquiring your agreement for us to process personal data for a precise purpose. You can withdraw consent for the storage and processing of data at any time ([datainfo@bfi.org.uk](mailto:datainfo@bfi.org.uk)).
- Public Task – something we're required to do as a public charity for example maintaining and enhancing the BFI National Archive
- Legitimate interests – where we have a legitimate interest that isn't overridden by your fundamental rights and freedoms for example something we think you'd be happy for us to do like contact you when you have actively shown an interest in our activities or services
- Contract – fulfilment of a contract eg subscribing to BFI Player or becoming a BFI member
- Legal Obligation – where we have to use data as prescribed by law
- Vital interests – protecting your personal safety and health

### **Sharing of personal data**

We only share your personal data with third parties where we have a legal basis for doing so such as with your consent or the fulfilment of a contract. For example to invite you to an event and administer payments. We will never sell your personal information.

### **Transfers Outside of the European Economic Area (the “EEA”)**

Where we transfer personal information outside of the EEA for processing this is done in accordance with all applicable laws with third parties we trust. This is only to the USA where lots of companies' servers are located. The USA has weaker data protection laws than that of the EEA therefore we will ensure that only organisations that are part of the EU privacy shield initiative will handle your personal information. More details of this certification can be found at [www.privacyshield.gov/welcome](http://www.privacyshield.gov/welcome) .

### **Retention Policies and Periods**

We only keep your personal information for as long as necessary for the purpose for which it was collected. This depends on the personal information and the purpose for which it is processed. For precise information relating to the periods relating to each category of personal data please contact [datainfo@bfi.org.uk](mailto:datainfo@bfi.org.uk). If you ask us to stop sending direct marketing communications to you, we will keep the minimum amount of information (e.g. name, address and email address) to ensure we adhere to such requests.

### **Security**

We use administrative, physical, managerial and technical measures to safeguard your personal information against loss, theft and unauthorised use.

### **Fundraising**

The BFI will utilise your personal information to administer your relationship with the BFI. We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you, including geo-demographic information and measures of capacity and propensity to giving, when it is available from external sources, to help us do this effectively and in line with our ethical policies. This helps us understand the background of the people

who support us and helps us to make appropriate requests for gifts to supporters so we can contact you in the most appropriate way, with the most relevant information. To change how we contact you or process your personal information (including if you would like us to stop doing so), simply email [datainfo@bfi.org.uk](mailto:datainfo@bfi.org.uk) .

## **Your Rights in Personal Information**

Your personal information is your data and you are in control of it. Where you have an account with us you can access it and amend the data we hold and the marketing you wish to receive.

You can ask us to provide you with all the information that we hold about you, how we use it and why utilising your **right to be informed** and your **right to access**. Contact [datainfo@bfi.org.uk](mailto:datainfo@bfi.org.uk).

You can then ask us to do the following with the personal information we hold about you:

- if it is incorrect you can ask for it to be updated – **your right to rectification**
- restrict or object to it being processed at all or in a specific way - your **right to restrict, right to object and right related to automated decision making**
- ask for it to be deleted - your **right to erasure** sometimes called the right to be forgotten
- ask for a digital copy of it – **your right to digital portability**

## **Changes to this policy**

We will update this policy from time to time in response to changes to legal or regulatory requirements and changes in our activities, services or platforms. The date of the last update will be noted at the bottom of this policy.

## **Definitions**

**Personal Information** sometimes known as Personal Data

Personal data means data which relate to a living individual who can be identified –

(a) from those data, or

(b) from those data and other information which is in the possession of, or is likely to come into the possession of, the data controller,

and includes any expression of opinion about the individual and any indication of the intentions of the data controller or any other person in respect of the individual.

## **Special Categories of Personal Data**

Special Categories of Personal Data means data which relates to a living individual who can be identified –

Defined as personal data consisting of information relating to racial or ethnic origin; political opinions; religious or philosophical beliefs; trade union membership; and the purpose of genetic data or biometric data; physical or mental health or condition; sex life; criminal convictions and offences

**Data Controller**

Data Controller – An individual or an organisation which determines the purposes for which and the manner in which any personal data are to be processed

**Data Processor**

Data Processor – An individual or an organisation who processes personal data on behalf of the Data Controller

**Data Processing**

Processing – Anything you do with data: any operation, collection, recording, organisation, storage, adaption or disclosure of personal information

**Data Protection Officer**

The BFI's Data protection officer, Richard Brousson, ([datainfo@bfi.org.uk](mailto:datainfo@bfi.org.uk)) assists the BFI to monitor internal compliance, inform and advise on the BFI's data protection obligations and provides a contact point for data subjects and the ICO.

**Updated May 2018**

