



## PRIVACY POLICY

FLOAT PRODUCTIONS LTD

Updated January 2021

### 1.0 OVERVIEW

The directors of Float Productions take their responsibilities for privacy of data and personal information very seriously and adopt the following policy following consideration of the Data Protection Act 2018 and the subsequent UK General Data Protection Regulation (UK GDPR)

This policy is drawn up in relation to the professional services offered by Float Productions Limited including the delivery of live events, conferences, exhibitions, roadshows and brand activations. These projects include both face to face and online (virtual) meetings. These projects are commissioned by an end client and not made available to the general public.

This policy is made available to all permanent and freelance staff and is issued with purchase orders when freelance staff are contracted. The controller or processor in this regard is Float Productions Ltd.

Float Productions recognises that we have privacy responsibilities in four broad areas;

- **Delegates & Clients.** Those who attend or own events which we manage and we need their data to allow them such access or to communicate with them updates and revisions to the event before, during and after the project.
- **Contractors.** The suppliers and freelancers whom we engage to work alongside us to support the development and execution of the event
- **Members of the Public.** On rare occasions members of the public may be involved to some degree with our projects
- **Staff.** Members of the Float team

### 2.0 OUR LAWFUL BASIS FOR COLLECTING DATA

#### – Legitimate Commercial Interest

We have checked that legitimate commercial interests is the most appropriate basis for which we collect, store and use personal data. In the management of events we access and retain data from delegates, organising team members, contractors and third party suppliers.

- We understand our responsibility to protect the individual's interests. Data is gathered and used for the principal purpose of event management only.
- We have conducted a legitimate interests assessment (LIA) to ensure that we can justify our decision.
- We have identified the relevant legitimate interests. Access to join an event, access to relevant pre-read and supporting materials both before, during and post event.
- We have checked that the processing is necessary and there is no less intrusive way to achieve the same result.
- We have conducted a balancing test, and are confident that the individual's interests do not override those legitimate interests.

- We only use individuals' data in ways they would reasonably expect, in relation only to the execution of the particular event, series of events or client/agency relationship.
- We are not using people's data in ways they would find intrusive or which could cause them harm.
- If we process children's data, we take extra care to make sure we protect their interests.
- We keep our LIA under review, and repeat it if circumstances change.

### **3.0 DATA TYPES THAT WE COLLECT**

We collect the following types of data;

Name, Email addresses, contact telephone numbers, work address, home address, IP address, bank details, card payment details.

### **4.0 HOW WE COLLECT DATA**

Personal contact data is collected via email and electronic transfer, access to websites and applications that we develop for each event.

Bank data is held having been submitted to us via invoice submission by email or post.

Payment card details are only ever taken over the telephone at the point of payment and are entered in to the World Pay site in real time and are not recorded, written down or stored.

World Pay work to the PCI-DSS security standard

IP address data is stored via Cookies when websites or applications are used. The user has the opportunity to select preferences at this stage.

### **5.0 HOW WE USE YOUR DATA**

We use personal data to communicate details and services relevant to the event project that is being managed on behalf of our client.

To maintain our client relationships

To provide access to websites & applications that we develop for the purpose of the event.

We do not share your data with any third party or marketing organisation.

### **6.0 HOW WE STORE DATA**

Contact details and data is stored on proprietary cloud based storage software tools. Access is password protected and encrypted. Materials that are printed for on-site use (schedules and contact lists) are retained and shredded post event.

Egnyte cloud file storage, our default storage system, operates an accredited security compliance operation to ISO27001 including User Authentication, Two Step login verification as well as encryption services for transit and transfer, using 256-bit AES encryption.

### **7.0 RETENTION PERIOD**

Data gathered for a particular event are held for as long as is reasonably necessary for the purposes listed. This includes from the request for proposal stage should such take place, through and until any post event de-brief and archiving period.

Data gathered for the on-going client relationship servicing is retained for the duration of that client relationship.

## 8.0 COOKIES

Cookies are small text files that are placed on your computer by our website when you visit it. We use them in order to make our website work, or work more efficiently, as well as to provide certain information to us. The table below explains the cookies we use and why.

Name	Purpose
__utmb and __utmc	<p>Google Analytics – The B and C cookies are brothers, working together to calculate how long a visit takes. __utmb takes a timestamp of the exact moment in time when a visitor enters a site, while __utmc takes a timestamp of the exact moment in time when a visitor leaves a site. __utmb expires at the end of the session. __utmc waits 30 minutes, and then it expires. You see, __utmc has no way of knowing when a user closes their browser or leaves a website, so it waits 30 minutes for another page view to happen, and if it doesn't, it expires.</p>
__utmt	<p>Google Analytics – It is used to throttle the request rate for the service – limiting the collection of data on high traffic sites. It expires after 10 minutes. The main purpose of this cookie is performance</p>
__utmz	<p>Google Analytics – Keeps track of where the visitor came from, what search engine you used, what link you clicked on, what keyword you used, and where they were in the world when you accessed a website. It expires in 15,768,000 seconds – or, in 6 months. This cookie is how Google Analytics knows to whom and to what source / medium / keyword to assign the credit for a Goal Conversion or an Ecommerce Transaction. __utmz also lets you edit its length with a simple customization to the Google Analytics Tracking code.</p>

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

## **9.0 INDIVIDUAL RIGHTS**

We respect and understand the rights of the individuals whose data we collect as follows;

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object

## **10.0 FURTHER INFORMATION & CONTACTS**

If you require any further information please contact Float Productions, The Old Rectory, Church Street, Weybridge KT13 8DE. Or via email [info@floatprod.co.uk](mailto:info@floatprod.co.uk)