

# ITVstudios.com Privacy Notice

You've come to the right place to find out all about how we collect your information, how we use it and what we do to protect it (among other things).

## About this notice

In this privacy notice, "we", "us" and "our" means ITV Studios Limited. This notice was last updated on 28 February 2022.

## What this notice covers

This privacy notice explains how we collect and use your personal information if you are a user of [www.itvstudios.com](http://www.itvstudios.com) ("Website"). Our services ("Services") include audio visual content, text, photographs, forums and other services that we offer when you log in to your account at this Website, and related applications that enable you to download and view content from the Website. This privacy notice covers all of the Services and any reference to "you" or "your" means you as a user of the Services. This privacy notice applies to the collection and use of your personal information by us and parties that we authorise, such as our suppliers and subcontractors.

## What information do we collect?

The information that we may collect after you register for the Services includes:

- personal information you submit to us when you register for the Services including your name, email address, your employer, job title, territory and the type of content you are looking for. Please note it's your responsibility to ensure that any registration data you provide to us is accurate and kept up to date;
- information about your use of and interaction with the Services, for example:
  - how you access the Services - for example your internet protocol (IP) address, device type and identifier, operating system and browser version
  - the content you have viewed on the Services
  - your navigation around the Services
  - how long you stayed and on which pages
  - your marketing consents and how you have previously interacted with our marketing;
  - location data from your IP address or by accessing global positioning functionality on your device (e.g. GPS)
- information you disclose to us when you contact us with an enquiry, request or feedback
- other data we collect from time to time to help us provide improved products and services for example when we (or third party research companies we have authorised) ask you to fill in a survey or questionnaire

- other data to ensure and check compliance with the Website Terms & Conditions of Use ("Terms") and/or otherwise as required by law.

## When and how do we collect this information?

We (or our authorised third parties) collect information about you:

- when you register for Services including (without limitation) when registering, buying or subscribing for content from us or when you otherwise update your details
- when you contact us with an enquiry, request or other feedback
- when you request to be sent communications such as updates or newsletters
- when you send communications via the Services
- in monitoring your use of the Services
- when we are checking compliance with the Terms and/or otherwise as required by law
- through the use of "cookies" and/or other devices. For full details, see the section entitled "Do we use cookies?" below
- when you disclose your personal information to us or otherwise through the Services
- from third party suppliers who have confirmed to us that they are authorised to pass your information to us in accordance with your legal rights.

We may also combine information that you provide on one Service with information collected from other Services and/or with information that is publicly available or that we receive from other reputable sources.

All information will be stored and used in accordance with this privacy notice. It is your responsibility to ensure that any registration data that you provide to us is accurate and kept up to date. Some of the Services may only be available to you if you provide us with the data requested.

## How will we use your information?

We and our authorised third parties will only process your personal information where we have legal grounds to do so. Generally, we'll only process your data on the following grounds:

- the processing is necessary for the performance of a contract to which you are a party (including the Terms)
- the processing is necessary in order to take steps at your request prior to entering into a contract
- the processing is necessary for compliance with a legal obligation placed on ITV (for example our obligation to ensure that the data we hold is accurate)
- the processing is necessary for the purposes of the legitimate interests pursued by ITV or by a third party. For example, we have a legitimate interest in understanding how people are using the Services, both to improve them and to promote them, and to sell content. Therefore, we use your personal information to understand and analyse your use of the Services. In certain limited circumstances you have the right to object to processing based on such legitimate interests (as explained in the "What are your rights?" section below).

## Legal grounds for processing and purposes of processing

Legal grounds for processing:

Fulfilment of contract (the Terms)

Purposes of processing:

- Administering the Services (e.g. account management, user authentication, sending you service messages, monitoring your compliance with the Terms and investigating any breaches)
- Playout of content.

Legal grounds for processing:

Required in order to comply with legal obligation

Purposes of processing:

- Compliance with legal and regulatory obligations (e.g. record keeping; regulatory audits).

Legal grounds for processing:

Processing based on legitimate interests

Purposes of processing:

- We have set out our legitimate interests in more detail in the following section.

## Processing Based on Legitimate Interests

Where any of the activities set out below involve the use of cookies or similar technologies, additional information (including about how you can disable them) is displayed to you before such cookies are installed and can also be found in the “Do we use cookies?” section below.

Understanding our users and use of the Services:

We have a legitimate interest in analysing and understanding how people are using and responding to the Services. For example, we collect and analyse data about how you are using Services and we (or our authorised third parties) may contact you from time to time to ask you to participate in surveys or research projects to help us understand use of and improve the Services.

If you use Services we may combine information we collect from the Services with information we collect from our other products and services, with information from surveys and research and with information which is available publicly or from other reputable sources.

## Making your user experience more relevant to you:

We have a legitimate interest in tailoring your user experience to you and making it easier for you to find the content that you are interested in. We therefore use information we hold about you in order to recognise you on our Services, recommend content to you or personalise your experience.

## Direct Marketing:

Subject to your direct marketing preferences, we have a legitimate interest in sending you marketing communications that we think will be the most relevant to you (and which will include our own or third party data). We also have a legitimate interest to analyse the performance of our communications. For more details on direct marketing, see below.

## Queries and complaints handling:

When you contact us with queries and questions about the Services we have a legitimate interest to try to resolve your issue and to keep track of our progress in resolving your issue. In some cases, we may need to verify your details before we can resolve your issue e.g. to find your Website account.

When you contact us with feedback, we have a legitimate interest to pass your feedback on to the relevant team within ITV if appropriate, or to the production company if your feedback relates to a programme that is not produced by ITV and if it is appropriate.

We have a legitimate interest in monitoring our communications to improve our customer services.

## Direct Marketing: We use your data to promote or market our products or services to you via direct marketing in the following circumstances.

Following your registration for the Website we may send you marketing emails about ITV products, services, content and events.

You have the right to object to us processing your personal information for the purposes of direct marketing.

You can stop receiving email marketing communications from us, by using the 'unsubscribe' facility contained in any such communication. Alternatively, you can email us at the email address set out in 'Contact us' below stating that you do not wish to receive further communications from us.

We do not pass on or sell your personal information to third parties for any other purpose than as set out in this privacy notice. Unless you have given us your consent to pass your details on to a third party, any marketing referred to in this section is conducted by us on our

own behalf or on behalf of third parties to whom we have not given any access to your personal information.

## Do we use cookies?

Yes, we do.

## What are cookies?

When we talk about “cookies” or similar technologies we mean:

- small text files (letters and numbers) or
- pixels that we place on your device when you use any of our platforms.

We call all of these technologies “**cookies**”.

Cookies are stored either in the memory or the hard drive of your device. They collect information about you and your use of our Services so that, for example, we know who you are and what content you are interested in.

We use this information to provide you with our Services and to provide you with relevant content. You can read more about this in the “What kind of cookies do we use?” section below.

To change your cookies preferences, please see the “More about cookies” section for each platform.

To manage your cookies preferences for this Website, please see below for the “How do I manage my cookies preferences?” section below.

For more general information about cookies, please visit <https://aboutcookies.org>

## When do we use cookies?

When you use our Services, there will be cookies which we place on your device. These cookies help our Services function effectively and optimise your browsing experience.

## What kind of cookies do we use?

For our Services, we use two different types of cookie:

### 1. Essential cookies

Essential cookies collect information we need for our Services to function or to operate our business.

These cookies also help us comply with regulations.

Here are some examples of how our essential cookies help you and us at ITV:

- We ensure you can successfully gain access to our Services
- When you log into our Services, we'll remember you for a period so you don't have to sign in every time
- We understand your user status, to determine whether to show you interractional elements of our Services or not
- We understand how you interact with our marketing emails so that we only provide you with content you are interested in and can deliver relevant Services at your request.

## 2. Performance and functionality cookies

These cookies collect stats for us so we can work out how you like to use our Services. We want to be able to make our Services as user friendly as possible. To do this, we need to understand how you move around our Services. Our clever technical people then use this information to work out how to improve things like access, the way things look and how they operate.

Here are some examples of how these cookies help you and us at ITV:

- Know how many people visit our Services
- See how you and other users move around within our Services and to record which content users view
- Understand where areas and features of our Services need to be improved
- Learn what our users are interested in and use this information to improve and optimise our Services to provide you with the most appropriate content
- We may ask for your feedback via surveys and questionnaires, so that we can learn what you like or dislike about our Services.

If you'd like to see a full list of all the cookies we use on our Services, please contact us at [myprivacy@itv.com](mailto:myprivacy@itv.com)

### When do our cookies expire?

Our cookies have different expiry dates depending on their use. Some cookies are persistent and have a longer expiry period. If you'd like to find out more about when each of our cookies expire, then please get in touch with us at [myprivacy@itv.com](mailto:myprivacy@itv.com)

### How do I manage my cookies preferences on ITV websites?

You can manage the setting of cookies in your browser (a browser is software on your computer or device which you use to access and browse the internet). Most browsers will allow you to see what cookies have been set and delete them individually. They should also allow you to block third party cookies and also block all cookies from being set. You may also have an option to delete all cookies when you close your browser (i.e. finish browsing the

internet). Please click on the links below to learn about how you can do this on the browser which is relevant to you:

- [Google Chrome](#)
- [Safari](#)
- [Firefox](#)
- [Internet Explorer](#)

If your browser is not listed above then please visit the [About Cookies](#) website.

Please remember that any browser settings you choose will affect all websites that you visit (unless you change settings for each site you visit) and if you block cookies completely many websites, including ours, will not work properly and some features may not work at all. If you choose to delete cookies you will lose your preferences including opt-out cookies (in other words if you opt-out from cookies, and then set your browser to delete cookies, your opt out will not be saved and you will have to opt out again). Also, if you want to opt out of cookies on all your devices, you will need to change the settings on each device separately.

To reset your preferences for our Services and withdraw consent in relation to cookies you previously accepted, you can clear your cookies in your browser settings and refresh this Website and you will be presented with our notice where you can select the option to manage cookies.

## How long do we keep your information?

We only keep your personal information for as long as we need it, which is longer in some cases than in others. The appropriate retention period depends on the purpose for which it was obtained and its nature. For example:

- we need to keep some personal information about you so we can look into any complaints you might make;
- if you ask us to stop sending you marketing emails, we need to retain enough information about you to enable us to ensure we stop including you in those marketing activities;
- we need to keep personal information so we can defend possible future legal claims. Unless there's some other reason for keeping it, personal information will be deleted when such a claim could no longer arise or it is no longer required in order to defend legal claims that have arisen;
- we have a legal or regulatory duty to retain particular personal information for a certain minimum period (for example under Ofcom rules, or under HMRC tax rules).

## When do we share your information?

We do need to share your personal information with third parties in some circumstances. We pass information about you:

- to third parties who act on our behalf, such as our partners, suppliers, auditors and/or agents, to provide and administer the Services provided to you and/or to help us review and improve these Services (including reviewing the accuracy of our data and checking how effective we are at making content relevant to you). These third parties

are only allowed access to the information they need to do their job for us. They're not allowed to use it for any other purpose;

- for marketing communications, where we have your consent to do so (see section above on "Direct Marketing");
- to conduct analytics in relation to Services; including with regard to our user base, sales patterns, traffic volumes and related matters. This could include comparing the information we hold about you against third party datasets;
- to the police, regulatory bodies or legal advisers in connection with any alleged criminal offence, unlawful activity or suspected breach of the Terms and/or the breach of other terms and conditions or otherwise where required by law or where we suspect harm or potential harm to others. We will cooperate with any law enforcement authorities or court order requesting or directing us to disclose the identity, location of or any other information about anyone breaching any relevant terms and conditions or otherwise for the prevention or detection of crime or the apprehension or prosecution of offenders;
- if there are changes to our business (see the "Changes to our business" section below);
- to any other third party where you have provided your consent.

We also share your personal information with other parts of the ITV group of companies. We do this to:

- provide a more personalised experience across our different products and services;
- provide and/or manage cross or intergroup products and services; and
- provide other services and products you request or to promote those which might be of interest to you.

Please note this privacy notice does not cover companies, services or applications that we do not own or control, or people that we do not employ or manage, including (without limitation) third party websites or applications/widgets (e.g. from social media platforms such as Facebook or Twitter) which we link to or offer via the Services, nor does it cover advertisers. Also, it does not cover certain pages and services provided via the Services which are hosted, managed and operated by other parties. These services, applications and third parties may have their own privacy notices and/or terms and conditions of use, which we recommend you read before using any such services. These third parties and services are wholly independent of us and are solely responsible for all aspects of their relationship with you and any use you may make of such services.

## Third party helpers based outside Europe

As we've mentioned before, we do use some reputable third party helpers and we want to reassure you that these third parties are only allowed to access the information they need to do their job. They're not allowed to use it for any other purpose.

Some of these third party helpers are located, or have servers that are located, outside the UK and European Economic Area. Where we share your information with such third parties, we take all steps reasonably necessary to ensure your information is treated securely and in accordance with this privacy notice.

However, we know that some countries don't have data protection laws which protect you to the same level as our UK ones or those in the European Economic Area (EEA). That's why we'll only transfer your personal information outside of the UK or the EEA if:

- the European Commission or UK government has determined that an adequate level of protection for personal information is in place in the country to which we transfer your data;
- standard data protection clauses as adopted by the European Commission or UK government are in place governing the transfer (you can view the standard clauses on the European Union's legal website at [eur-lex.europa.eu](http://eur-lex.europa.eu)); or
- other appropriate safeguards have been put in place.

## What are your rights?

You have certain rights under UK data protection laws including:

- the right to see a copy of the personal information we hold about you. To do this, please contact us at [myprivacy@itv.com](mailto:myprivacy@itv.com) making clear that you are requesting a copy of your personal information and including full details of what you require. You may also be required to submit a proof of your identity.
- the right to object to:
  - your personal information being used for direct marketing. If you do this, we'll just stop using your information in this way;
  - your personal information being processed where the legal basis for the processing is our own legitimate interests as a business. We will consider if your rights outweigh our interests and if they do, then we will either restrict our use of your information or delete it.
- the right to restriction. You could ask us to restrict our use of your personal information in certain circumstances including:
  - where you have objected to our use of your information as described above;
  - where you think the information we hold about you is inaccurate;
  - where we have unlawfully used your information but you would like us to keep it.
- the right to rectification. You may ask us to correct any inaccurate and/or complete any incomplete personal information.
- the right to withdraw consent. Where we are processing your personal information on the basis that you have given us your consent to do so, you may withdraw your consent at any time.
- the right of erasure. You may ask us to get rid of your personal information and we will do so, unless there is a lawful reason for not doing so. For example, keeping your payment information for several years to comply with HMRC rules.
- the right to data portability. In certain circumstances, you may request that we provide your personal information to you in a structured, commonly used and machine readable format and have it transferred to another provider of the same or similar services to us. Where this right is applicable, we will comply with such transfer as far as it is technically feasible.

- the right to lodge a complaint with the supervisory authority. If you do have any questions or complaints then please do contact us first so we can try to resolve it for you. However, you do have the right to contact the relevant supervisory authority directly. To contact the Information Commissioner's Office in the United Kingdom, please visit the ICO website ([www.ico.org.uk](http://www.ico.org.uk)) for instructions.

## Changes to our business

If we decide to change or restructure our business we may need to pass your personal information to one of our group companies so we can continue to effectively deliver the Services to you.

Also, if we become involved in a merger, acquisition, restructuring, reorganisation or other transaction involving the sale of some or all of our group companies' assets, then your information may be included in the assets that are transferred to the new owner and may be provided to the entities and advisors involved. Such a transaction could involve us: (i) retaining the right to continue to use transferred personal information in addition to the right of the new owner to use such information; and (ii) engaging in additional transfers of personal information (including new personal information) with the new owner from time to time following such a transaction.

If there are changes to our business (such as a re-organisation or restructuring), your personal information will remain subject to this privacy notice (as amended from time to time). However, where your personal information is transferred to a new owner following a merger or acquisition it may be subject to a different privacy notice. We, or the new owner, will provide notice to you before any of your personal information becomes subject to a different privacy notice.

## Data controller

ITV Studios Limited is a company registered in England and Wales (registered number 03106525) with registered office at 2 Waterhouse Square, 140 Holborn, London EC1N 2AE. Our VAT registration number is 197 0041 67.

## Contact Us

If you have any questions, complaints, requests or feedback about your personal information and how we use it, then please do contact us. You can contact us at [privacy@itv.com](mailto:privacy@itv.com) or write to the ITV Privacy, Technology & Data team at 2 Waterhouse Square, 140 Holborn, London, EC1N 2AE.