



# Data Privacy and Cookies Policy

**First Sight Media**



## 1. Policy Statement

At First Sight Media we take your privacy seriously and this privacy statement explains what personal data or information we collect from you and from people who visit our websites (<https://firstsight.media> and [www.iamagraduate.com](http://www.iamagraduate.com) 'Our Sites') and how we use it. We would encourage you to read the information below.

## 2. Who are we?

First Sight Media Ltd is a registered company 5136287 and our registered office address is: Hillside, Albion Street, Chipping Norton, OX7 5BH. First Sight Media is a registered data controller (ICO registration number Z8519181).

## 3. How do we collect data or information from you?

We collect personal information about you when you:

- Become a client of the business,
- Buy a graduation ceremony product (e.g. DVD, USB, Download or Clip),
- Make an enquiry via our websites, telephone or social media,
- Use our websites,
- Subscribe to our newsletter,
- Enquire about a job opportunity,
- Work for or with the business,
- Exchange business cards with a member of the business,
- Call the office, inbound calls are recorded.

## 4. How do we collect data or information from you?

We collect your personal data or information to operate the firm effectively and provide you with a high-quality service. We may use your information:

- To supply video streaming and production services to you (please note that we will need your personal data in order to enter into a contract with you),
- To answer enquiries that you make prior to becoming a client,
- To process a job application,
- To fulfil our obligations as an employer,
- To provide benefits to you as an employee,
- To personalise and manage your access to Our Sites,
- To provide personalised products or services to you,
- To reply to emails from you,
- To supply you with emails that you have opted into (you may unsubscribe or opt-out at any time),

- To maintain security of our office and IT infrastructure,
- To invoice you, and to track payments you make, or payments made to you.

We believe that all these purposes are justified on the basis of our legitimate interests in running and promoting the company, our contractual requirements to deliver the agreed video streaming and production services to you, and our legal obligations, both as a limited company and responsible employer. If you would like to know more, please read below:

Categories of Data Subjects	Data Collected	Retained For	Location of Data
Clients	Name and contact details. Description of service required. Demographic information such as postcode. Billing and Payment details.	Up to the end of the current financial year, plus 7 years.	Electronic records are stored within the UK.
Prospective Clients	Name and Contact Information. Enquiry details.	12 months from last contact.	Electronic records are stored within the UK.
Job Applicants, Our  Current and Former Staff	<b>Applicants:</b> Name, contact details, CV, including your work history and qualifications.  References (if taken up) Interview notes.  <b>Staff:</b> The above, including date of birth, national insurance number and unique tax reference.  Information relating to your performance during your employment with us.	<b>Unsuccessful candidate:</b> 6-months after end of recruitment campaign.  <b>Staff:</b> 6 years after post-employment with us.	Electronic records are stored within the UK.

	<p>Identification information, including passport and driving license.</p> <p>Information about your next of kin and emergency contact details.</p> <p>Bank details.</p>		
Freelancers	Name, contact details, pay details, emergency contact details.	6 years after the last freelancing job with us.	Electronic records are stored within the UK.
Suppliers	<p>Name and contact details.</p> <p>Bank details.</p>	Up to the end of the current financial year, plus 7 years.	Electronic records are stored within the UK.
Graduates	<p>Name and contact details.</p> <p>Day/Time/Year Course to validate attendance at graduation.</p> <p>Graduation video and photos.</p> <p>Order details.</p> <p>Payment details.</p>	Up to the end of the current financial year, plus 7 years.	Electronic and hard copy records are stored within the UK.
Website visitors	IP address, web browser type and version, operating system.	Up to 26 months.	Stored within the UK

## 5. Who has access to your information?

We may sometimes contract with third parties to supply products and services to you on Our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising, IT services and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, we will take all reasonable steps to

ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under the law.

We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any anonymised data that can be combined with other data and used to identify you.

The third-party data processors used by us and listed below are located, or have locations within the European Economic Area ("the EEA") (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). Our third-party processors are:

- Shopcreator/Prestashop Web Design Company
- CIS IT Support Services
- Bronson's Accountants Financial Services
- Easy Accounts Bookkeeping Services
- Stripe Payment Processing Services
- Paypal Payment Processing Services
- Shopify Payment Processing and e-commerce Services
- MyGraduationClip Personalised Video Processing Services
- Hubspot Customer Resource Management Services
- Current RMS Resource Management Services
- GoSquared Website Analytical Services
- Google Website Analytical Services

Specific Data usage policies for each supplier can be easily found via their websites. In certain circumstances, we may be legally required to share certain data held by Us, which may include your personal data, for example, where We are involved in legal proceedings, where We are complying with legal requirements, a court order, or a governmental authority.

## 6. Your rights

You have certain rights over the processing of your personal information by First Sight Media, these are:

- The right to be informed, which is what this privacy policy is for,
- The right to access the data we hold about you,
- The right to object to direct marketing,
- The right to object to processing carried out on the basis of legitimate interests,
- The right to erasure (in some circumstances),
- The right to data portability,
- The right to have your data rectified if it is inaccurate,
- The right to have your data restricted or blocked from processing.

## 7. How you can update your information

The accuracy of your information is important to us. If you change your contact details or if you want to update any of the information, we hold on you, please email us at [info@firstsight.media](mailto:info@firstsight.media) or write to us by post at Wesley House, Venture Park, Carterton, Oxfordshire, OX18 1AD.

## 8. How you can access your personal information

You have the right to ask for a copy of the personal information. To do so please email us at [info@firstsight.media](mailto:info@firstsight.media) or write to us at Wesley House, Venture Park, Carterton, Oxfordshire, OX18 1AD.

You also have the right to lodge a complaint about our processing of your personal data with the UK's [Information Commissioner's Office](#).

## 9. Keeping your data safe

When you give us personal information, we take steps to ensure that it's treated securely and strive to protect it on our internal systems, and through Our Site.

## 10. Contacting us via email

We will monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.

## 11. What information do we collect when you visit our website?

### Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help us analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for our website operators and providing other services relating to website activity and internet usage.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the

appropriate settings on your browser. However, please note that if you do this you may not be able to use the full functionality of this website.

To opt-out of being tracked by Google Analytics across all websites visit:

<https://support.google.com/analytics/answer/181881?hl=en>

### Links to other websites

Our website may contain links to other websites run by other organisations, for example YouTube. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

## 12. What to do if you have further questions?

To contact First Sight Media with a data protection query regarding the processing of your personal data, please email [webmaster@firstsight.media](mailto:webmaster@firstsight.media).

## Change History

Date	Version	Description of Modification	Modified By
19 <sup>th</sup> September 2024	1.0	Policy update and format change	Rich Belcher

  

Approved by	Date	Version
Rich Belcher	20 <sup>th</sup> September 2024	V 1.0