

# **WILDFLAME PRIVACY AND COOKIES POLICY**

## **1. Introduction**

Under the GDPR, you have a right to be informed about use of your Personal Data. This Privacy Policy provides information about information Wildflame collects about you and in which ways Wildflame uses, collects and stores the information. We recommend that you read this Policy before using Wildflame's website and before submitting any personal information to Wildflame.

## **2. Who is Wildflame?**

Wildflame Productions Limited is a company registered in England and Wales (company number: 09857451 and whose registered office is at Imperial House, 12 Trade Street, Cardiff, CF10 5DT).

## **3. Data and Information**

### **3.1. What data do we collect?**

Personal Data is information that can be associated with, or which relates to, a living person and/or could be used to identify the person from whom the data is collected. It can be anything from a name, email address, phone number or IP address.

### **3.2. How do we use your data?**

- To use IP addresses and device identifiers to identify the location of users, to block disruptive use.

### **3.3 Retention: How long do we store data for?**

The information we collect about you is retained securely and is not shared with any third party, unless you explicitly have consented to such sharing or unless we are required to do so to comply with legal obligations or for lawful purposes or if it is in our legitimate interest to do so. We retain data for a certain period as is permitted or required under applicable laws. We actively review data that we hold and securely delete it if there is no longer a legal or business need for us to keep it.

### **3.4. Subject Access Request**

If you want to know what personal data we have stored about you, you need to make a Subject Access Request. Please email us at [data@wildflameproductions.com](mailto:data@wildflameproductions.com) Please put 'Subject Access Request' in the subject line, so that we can deal with your request in a timely manner. Please note that we will likely need additional information in order to identify you and if your request is onerous to execute, we may charge a fee to cover our costs.

## **4. Cookies**

#### **4.1. Cookies and how they work**

Cookies are pieces of information that a website either transfers to your computer's hard drive or stores temporarily in your computer's memory for record keeping purposes. They are saved to your computer and used to track user navigation around a website.

For more information on cookies, visit <http://www.aboutcookies.org>.

#### **4.2. How do we use cookies?**

Wildflame's use of cookies is restricted to strictly necessary cookies, cookies used for performance and cookies used for functionality. Wildflame does not use cookies for advertising.

Currently we operate on an automated basis so that cookies are automatically implemented when you use the Wildflame website. If you don't agree with the use of cookies, then you should either a) no longer use this site, and/or b) delete the cookies having visited the site; or c) browse the site using your browser's anonymous usage setting (called "Incognito" in Chrome, "InPrivate" for Internet Explorer, "Private Browsing" in Firefox and Safari etc.). You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. Please be aware that when you disable cookies some functionality may be affected.

#### **4.3. Google Analytics**

We use the services of Google Analytics. They may store information about what pages you visit, how long you are on the site, how you got here and what you click on. This Analytics data is collected via a JavaScript tag in the pages of our site and is not tied to personally identifiable information. We therefore do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are.

Information in regards to Google Analytics and their privacy policy can be found here:

<https://policies.google.com/privacy?hl=en#enforcement>

### **5. Third parties and links**

#### **5.1. Links**

Pact's websites contain hyperlinks to websites owned and operated by third parties. These third party websites have their own privacy policies, their own terms of use and are also likely to use cookies. We therefore advise you to read these documents before you use these sites or submit any information. We do not accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk.

The links from this website to other websites does not imply that Pact endorses, has reviewed or is in any way affiliated with or is a representative of these third party sites or their content. Pact will not be held liable for any information or damage resulting from your visit to these pages. You visit these sites at your own risk and your own responsibility.

Pact does not disclose your personal data to any third parties, unless this is to comply with legal obligations or it is in our legitimate interest to do so.

### **6. Data Protection**

## **6.1. Our legal grounds for Data Processing**

The new General Data Protection Regulation (GDPR) is effective from May 25th 2018, and requires us to inform you about our legal basis for the processing of your data.

Our processing and collection of your data is either based on your consent provided for us to do so, or is necessary in order for us to fulfil our obligation in a contractual relationship with you, or it is in respect to legitimate interests or any legal obligation under law, as stated in Article 6 in the GDPR. Please see this explained more in detail under point 3.4

## **6.2. Your rights**

The GDPR sets out different rights for you as an individual, which gives you greater control over your data.

Your right to be informed is one of them, and that is what we do when we provide you with this privacy policy. You have a right to access the data we store on your, and this can be done through a SAR. Please see point 3.6. in this privacy policy on how to go about that.

You have a right to rectification or to complete inaccurate personal data, if your data has been processed by the basis of contract, consent or legitimate interest. Please note that if we find your request to be manifestly unfounded or excessive, or repetitive in nature, we reserve the right to refuse to comply with your request, as is set out in the GDPR. We also reserve our right to request a reasonable fee for dealing with your request.

If your data has been processed on basis of consent or for us to comply with a legal obligation or legitimate interest you have the right of erasure, also referred to as the right to be forgotten. The right to data portability applies where we have processed your personal data on the basis of consent or our contractual relationship.

You have the right to object to processing where we have processed data on the basis of consent or contract.

Please be aware that where we process your personal data under the basis of legal obligation, none of these rights other than the right to be informed and right to access will apply.

We have taken technical and organisational measures to ensure your rights under the GDPR is set out clearly in this policy and that we ensure your data is secure with us when we are processing it. If you have any questions, please do not hesitate to contact us on this email address: [info@pact.co.uk](mailto:info@pact.co.uk).

## **7. Reservations**

### **7.1. Changes**

This privacy and cookies policy may be subject to change. So is our website and terms of use. We reserve our right to alter, modify, update, add to, subtract from or otherwise change this Policy at any time and for any reason or no reason at all. Changes will be posted on this page. If we make any changes that will alter how we handle your data, we will take further action to notify you of these changes. Please always refer to this page to be informed on how we collect and process your data.

Pact reserves the right to disclose, share or otherwise transfer user information in connection with a corporate merger, acquisition, consolidation or other fundamental corporate change. If this should happen, you will see a notification on these pages and in our terms of use.

### **7.2 Security**

Pact does share your information with third parties where you have given us explicit consent

to do so. We will also share if we are under a legal obligation to do so or if it is our legitimate interest. You might have consented to us sharing your personal data for statistical purposes. However, if we are sharing your data, we will take every measure to ensure the protection of your data and to limit the information to what is strictly necessary under our obligation to comply. If you have any questions in regards to this, please contact us at: [info@pact.co.uk](mailto:info@pact.co.uk)

This privacy policy shall be read in conjunction with our terms of use [[link](#)]. These two documents set out our framework on which we process data and in which we provide our services to you.

### **8. Breach**

We care about your privacy and we do our utmost to secure your data and to comply with all legal obligations and Data Protection law applicable in the UK. However, should you suspect a breach of personal data, please email us at: [data@wildflameproductions.com](mailto:data@wildflameproductions.com)