



# REVOLUTION VIEWING

## Creating Desire

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### Product - End User Privacy Notice

“Producing the world’s most creative, awe inspiring and desirable visual experiences.”

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**Data Controller:** Revolution Viewing Ltd, 1 Canal Place, Leeds, LS12 2DU  
**Person Responsible:** Tony Lyons; [hello@revolutionviewing.com](mailto:hello@revolutionviewing.com)

For certain products Revolution Viewing Ltd (RV) process personal data relating to the end users of our products. RV is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

## 1 What Personal Information Does RV Collect & Why?

Our products are built incorporating the philosophy of “Privacy by Design”, as such, in the vast majority of cases, the personal information of end users is not typically collected by RV as we have no reason to collect it.

### 1.1 Products Hosted on our Web Servers

Our web products are hosted by a third party cloud hosting supplier. Our servers log the IP address you use to access our products as well as other information about your session such as the pages accessed, what information was requested, the date and time of the request, the source of your access to our website (e.g. the website or URL (link) which referred you to our website), and your browser version and operating system.

The servers are physically located in the United Kingdom.  
Our hosting provider stores and analyses server logs to ensure network and IT security.

Unless we are investigating suspicious or potential criminal activity, we do not make, nor do we allow our website server provider to make any attempt to identify you from the information collected via server logs.

### 1.2 Personalised Products

For certain products, RV might be provided with personal information about our product’s end users in order for us to create personalised products or user logins to provide access to services. In such instances, our clients ensure and confirm that data subjects have given permission for their data to be shared with, and be used by us in this way.

The information that we process varies depending on use-case but typically includes:

- Full name and email address;
- Unique identifier (ID within CRM for example);
- Personal interests; and
- Full or partial address



## 1.3 Data Capture and Other App Integrations

Where we are asked by clients to integrate third party systems into our products (for example Data Capture Systems or CRMs), we do not have access to submitted data. Our clients are responsible for the management of these accounts and typically act as the data controller/processor.

## 1.4 Cookies

### What Are Cookies

As is common practice with almost all professional websites many of our web products use cookies, which are tiny files that are downloaded to your computer, to improve the end user's experience. This page describes what information they gather, how we may use them and why we sometimes need to store these cookies. We will also share how you can prevent these cookies from being stored however this may downgrade or 'break' certain elements of the product's functionality.

### How We May Use Cookies

We may use cookies for a variety of reasons detailed below. Unfortunately, in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this product. It is recommended that end users leave on all cookies if they are not sure whether they need them or not, in case they are used to provide a service that they use.

### Disabling Cookies

You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Be aware that disabling cookies will affect the functionality of any of our products that use them.

### The Cookies That We May Set

#### Account related cookies (where applicable)

If the end user creates an account in a product, then we will use cookies for the management of the signup process and general administration. These cookies will usually be deleted when the end user logs out, however, in some cases they may remain afterwards to remember your site preferences when logged out.

#### Login related cookies (where applicable)

Our products use cookies when the end user is logged in so that we can remember this fact. This prevents the end user from having to log in every single time they visit a new page. These cookies are typically removed or cleared when they log out to ensure that they can only access restricted features and areas when logged in.



## Site preferences cookies (where applicable)

In order to provide end users with a great experience whilst using our products we regularly provide the functionality for them to set their preferences for how our products work when in use. In order to remember these preferences, we need to set cookies so that this information can be called whenever the end user interacts with a page that is affected by their preferences.

## Third Party Cookies

In some special cases we also use cookies provided by trusted third parties. The following section details which third party cookies you might encounter in our web products.

Google Analytics is one of the most widespread and trusted analytics solution on the web for helping us to understand how end users are using our products and ways that we can improve their experience. These cookies may track things such as how long the user spends on the site and the pages that they visit so that we can continue to produce engaging content.

For more information on Google Analytics cookies, see the official [Google Analytics page](#).

Other third party analytics may be used to track and measure usage of our products so that we can continue to produce engaging content. These cookies track things such as how users interact with our products which helps us to understand how they can be improved.

From time to time we test new features and make subtle changes to the way that our products are delivered. When we are testing new features, cookies may be used to ensure that the user receives a consistent experience whilst ensuring we understand which optimisations our users appreciate the most.

## 2 Who Has Access to Data?

Supplied personal information will be shared internally at RV with relevant members of the team and with the third party suppliers who store the data.

RV use a number of trusted third party suppliers to store and distribute data relating to projects, some of which may contain personal information. For more information on our trusted third party suppliers, please contact us at [hello@revolutionviewing.com](mailto:hello@revolutionviewing.com).

## 3 How Does RV Protect Data?

RV takes the security of your data seriously. RV have internal policies and controls in place to try to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by its employees in the performance of their duties.

Where RV engages third parties to process personal data on its behalf, they do so on the basis of written instructions, are under a duty of confidentiality and are obliged to implement appropriate technical and organisational measures to ensure the security of that data.



All digital services that we use have appropriate security measures in place including password protection, encryption and 2-step verification (where applicable).

## 4 For How Long Does RV Keep Data?

RV hold project files for a maximum of 3 years from the point of delivery to the client to accommodate requests from clients for amendments to be made.

## 5 The Rights of End Users

End users of our products, as data subjects, have a number of rights. They can:

- access and obtain a copy of your data on request;
- require RV to change incorrect or incomplete data;
- require RV to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where RV is relying on its legitimate interests as the legal ground for processing; and
- ask RV to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override RV's legitimate grounds for processing data.

If you would like to exercise any of these rights, please email us at [hello@revolutionviewing.com](mailto:hello@revolutionviewing.com)

If you believe that RV has not complied with your data protection rights, you can complain to the Information Commissioner's Office (<https://ico.org.uk/>).

## 6 What if End Users do not Provide Personal Data?

End users are under no statutory or contractual obligation to provide data to RV or our clients. However, some products (particularly those that involve personalisation) rely on the presence of this information in order for us to be able to deliver them. As a result, it is imperative that clients ensure they have consent for data subject's data to be shared with us for use in this way prior to commissioning us.

## 7 Automated Decision Making

No automated decision making takes place as a result of the collection of personal information by RV from our products.