



REVOLUTION VIEWING

Creating Desire

B2B Marketing 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

Revolution Viewing Ltd (RV) collects and processes personal data relating to its clients to manage the business to business client relationship. RV is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

1 What Information Does RV Collect?

RV collects a limited range of information about you. This includes:

- your name and work contact details, including email address, telephone number, employer name and job title;
- details related to any quotations you have requested us to produce or quotations you have approved to commission work by us.

RV collects this information in a variety of ways. For example, data is collected from correspondence with you via email, over the phone, during meetings or at events; by looking up your public record on LinkedIn to confirm your employer and job title; looking up your publically available work email address via internet search engines.

We never buy in contact lists from third parties.

Data is stored in our CRM system, Zoho, and in other IT systems (including RV's email system).

2 Why Does RV Process Personal Data?

RV needs to process data to enter into a business to business relationship and/or contract with you and to meet its obligations under that relationship and/or contract. For example, it needs to process your data to provide you with quotations, to keep you informed of the products and services we offer which could help your organisation and to be able to carry out work on behalf of your organisation.

We also send out a monthly e-newsletter to keep you informed of our products and services using the email you have provided or which we have collected. This monthly e-newsletter that we send can track, at an individual level, whether the user has opened and clicked on the e-newsletter. Sometimes we use this information at a personal level to complete follow up telephone calls. But in the majority of cases, we use it to understand open and click rates on our e-newsletters to try and improve them.



If you want to be sure that none of your e-newsletter activity is tracked and/or if you no longer wish to receive them, you may unsubscribe from the e-newsletter at any time. You will find this link in the footer of the e-newsletter. You can also write to:

hello@revolutionviewing.com

Once you enter into a business to business relationship with RV (i.e. a request for more information about our products / services, a quotation request, commissioning a project / piece of work or entering into a contract of work), RV have a legitimate interest to maintain contact with you and process your data. This may constitute telephone calls, emails and e-newsletters from a Client Services, Account Handling or Project Management perspective.

Where RV relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of business to business contacts and has concluded that they are not.

3 Who has Access to Data?

Your information will be shared internally at RV, including with members of the Client Services and Projects teams, Finance team and IT staff if access to the data is necessary for performance of their roles.

RV will never share your data outside of the company without your prior consent. The most likely occasion where consent to share your contact details may be requested would be to make an introduction of you via email or in person to another client or supplier for mutual benefit and this would only be undertaken if your prior consent has been provided.

RV will not transfer your data to countries outside the European Economic Area.

4 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 data.

5 For how Long Does RV Keep Data?

RV will process your data for the duration of the business to business relationship and up to a maximum of 7 years beyond that business to business relationship as per RV's company records policy.



6 Your Rights

As a data subject, you have a number of rights. You 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

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/>).

7 What if you do not Provide Personal Data?

If you do not provide your personal data relating to your role within your organisation, this will hinder RV's ability to administer the rights and obligations arising as a result of the business to business relationship efficiently.