



REVOLUTION VIEWING LTD.

# Product: End User Privacy Notice

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## 1. IMPORTANT NOTE

The Vepple product has its own Privacy Policy for end-users; please contact your Account Manager or Project Manager for more information.

## 2. WHAT INFORMATION DOES REVOLUTION VIEWING COLLECT?

Revolution Viewing builds its products incorporating the philosophy of "Privacy by Design"; in most cases, end users' personal information is not typically collected by Revolution Viewing as we have no reason to collect it.

### 2.1. PRODUCTS HOSTED ON OUR WEB SERVERS

A third-party cloud hosting supplier hosts our web products. 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, the requested information, 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 located in the United Kingdom—our hosting provider stores and analyses server logs to ensure network and IT security. Unless Revolution Viewing is investigating suspicious or potential criminal activity, Revolution Viewing does not make, nor do Revolution Viewing allow, our website server provider to make any attempt to identify you from the information collected via server logs.

### 2.2. PERSONALISED PRODUCTS

For certain products, Revolution Viewing might be provided with personal information about our product's end users 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 permitted their data to be shared with and used by us.

The information that Revolution Viewing processes varies depending on the use case but typically includes the following:

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

### 2.3. PERSONALISED PRODUCTS

Where clients ask us to integrate third-party systems into our products (for example, Data Capture Systems or CRMs), Revolution Viewing does not have access to submitted data. Our clients manage these accounts and are typically the data controller/processor.

## 2.4. COOKIES

### 2.4.1. WHAT ARE COOKIES?

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

### 2.4.2. HOW REVOLUTION VIEWING MAY USE COOKIES

Revolution Viewing may use cookies for a variety of reasons, detailed below. Unfortunately, in most cases, there is no industry standard option for turning off cookies without completely disabling the functionality and features they add to this product. Revolution Viewing recommends that end users leave all cookies if they are unsure whether they need them or not, in case they are used to providing a service they use.

### 2.4.3. 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.

### 2.4.4. THE COOKIES REVOLUTION VIEWING MAY SET

**Account-related cookies (where applicable):** If the end user creates an account in a product, Revolution Viewing will use cookies to manage the signup process and general administration. These cookies are usually 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 Revolution Viewing can remember this fact. Setting a cookie in this scenario prevents the end user from having to log in every 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):** To provide end users with a great experience whilst using our products, Revolution Viewing offers the functionality to set their preferences for how our products work. To remember these preferences, Revolution Viewing needs to set cookies so that this information can be called whenever the end user interacts with a page affected by their choices.

**Third-Party Cookies:** In some exceptional cases, Revolution Viewing 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 solutions on the web for helping us understand how end users use our products and ways to improve

their experience. These cookies may track how long the user spends on the site and the pages they visit so that Revolution Viewing can continue producing engaging content.

See the official Google Analytics page for more information on Google Analytics cookies.

Other third-party analytic services may be used to track and measure the usage of our products so that Revolution Viewing can continue to produce engaging content. These cookies track how users interact with our products, which helps us understand how they can be improved.

From time to time, Revolution Viewing tests new features and makes subtle changes to how our products are delivered. When Revolution Viewing is trying new features, cookies may be used to ensure that the user receives a consistent experience whilst ensuring Revolution Viewing understand which optimisations our users appreciate the most.

### **3. WHO HAS ACCESS TO THE DATA?**

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

Revolution Viewing uses several trusted third-party suppliers to store and distribute data relating to projects, some of which may contain personal information. For more details about our trusted third-party suppliers, please contact us at [hello@revolutionviewing.com](mailto:hello@revolutionviewing.com).

### **4. HOW DOES REVOLUTION VIEWING PROTECT DATA?**

Revolution Viewing takes the security of your data seriously. Revolution Viewing has internal policies and controls to ensure that your data is not lost, accidentally destroyed, misused, disclosed or accessed except by its employees in performing their duties.

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

All digital services Revolution Viewing uses have appropriate security measures, including password protection, encryption and 2-step verification (where applicable).

### **5. FOR HOW LONG DOES REVOLUTION VIEWING KEEP DATA?**

Revolution Viewing holds project files for a maximum of 3 years from the point of delivery to the client to accommodate requests for amendments.

### **6. THE RIGHTS OF END USERS**

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

- access and obtain a copy of your data on request;

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

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

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

## 7. WHAT IF END USERS DO NOT PROVIDE PERSONAL DATA?

End users have no statutory or contractual obligation to provide data to Revolution Viewing or our clients. However, some products (particularly those that involve personalisation) rely on the presence of this information for us to be able to deliver them. As a result, clients must ensure they consent for the subject's data to be shared with us for use before commissioning us.

## 8. AUTOMATED DECISION MAKING

No automated decision-making occurs due to Revolution Viewing collecting personal information from our products.

## 9. DATA PRIVACY OFFICER

If you have any questions, suggestions or feedback on this policy, please contact our Chief Operations Officer and Data Privacy Officer, Tony Lyons:

Email: [tony.lyons@revolutionviewing.com](mailto:tony.lyons@revolutionviewing.com)

Telephone: +44 (0)113 205 3750

Address: Revolution Viewing Ltd, 103 Kirkstall Road, Leeds, LS3 1JL