

Privacy policy

At the IAC we respect the privacy of our members and non-members who from time to time engage in our activities as well as other visitors to our websites. This policy is concerned with how we collect information and what we do with it.

Your Privacy

The IAC was established in 1932 and we are the UK's leading organisation for people who make movies for love rather than for money. The IAC is a charity run by volunteers. Most of its income comes from membership fees. By joining us you ensure regular delivery of the magazine *Film & Video Maker* six times a year, you have access to valuable copyright licences, movie-making advice and companionship in our hobby. You also ensure its archive of outstanding non-commercial film is maintained and that the national support structure for movie and AV makers continues. In turn IAC is a member of UNICA, the world non-commercial film body, so your support stretches around the globe.

We take our duty to safely process your personal data very seriously. This policy explains how we collect, manage, use and protect your personal data.

Your data is safe with us. We take our obligations very seriously and we will never sell your data to third party organisations. We will only contact you via methods we have received your consent for us to use.

We may change this document from time to time to reflect the latest view of what we do with your information. Please check back frequently; you will be able to see if changes have been made by the date it was last updated.

Refer to the sections below for more details on how and why we use your personal information:

1. Who are we?

In this policy references to the IAC, or Institute, or to 'we' or 'us' are to The Institute of Amateur Cinematographers Limited which is a registered charity in England and Wales 260467, and a non-profit making company limited by guarantee. Registered in England No.

00269085 at Mccracken Park, Great North Road, Gosforth, Newcastle Upon Tyne, England, NE3 2DT. The Institute is also known as IAC - The Film and Video Institute

2. What personal data we collect and how we use it

What we need

The IAC is what's known as the 'controller' of the personal data you provide to us. We will usually collect basic personal data about you like your name, postal address, telephone number, email address and your bank details if you are a member.

We may also collect other information about you such as your date of birth and gender. We will be very clear with you that we wished to collect such information, our reason for collecting such information, and we would only do so with your specific consent and permission.

Why we need it

We collect your personal data in connection with specific activities, such as Film Festivals, social events, training sessions, Magazine delivery, membership requests, merchandise purchases, feedback, donations, competition entries, information you provide in public forums on our site and applications.

The information is either needed to fulfil your request or to enable us to provide you with a more personalised service. You don't have to disclose any of this information to browse our sites. However, if you choose to withhold requested information, we may not be able to provide you with certain services.

Sometimes we will process your personal data to provide you with information about our work or our activities that you have requested or are expecting.

On other occasions, we may process personal data when we need to do this to fulfil a contract (for example, if you have hired a film or films from our library) or where we are required to do this by law or other regulations. All data is processed only by staff and officers of the IAC.

The IAC also processes your data when it is in our legitimate interests to do this and when these interests do not override your rights. Those legitimate interests include providing you with information on our competitions, festivals, membership, services, merchandise, Film and Video Maker magazine, feedback, competitions and other activities.

Under the new data protection law starting in May 2018 we have a number of lawful reasons why we can use (or 'process') your personal information. One of the lawful reasons is called 'legitimate interests'.

Broadly speaking Legitimate Interests means that we can process your personal information if:

- We have a genuine and legitimate reason
- *and*
- we are not harming any of your rights and interests

So, what does this mean? When you provide your personal details to us we use your information for our legitimate business interests to carry out our work supporting and encouraging the art and science of movie-making for amateurs in England and Wales. Before doing this, though, we will always carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use the approach are for preventing fraud, direct marketing, maintaining the security of our system, data analytics, enhancing, modifying or improving our services, identifying usage trends and determining the effectiveness of our public events.

How we obtain your details

We will also hold information about your details so that we can respect your preferences for being contacted by us.

We collect your personal information in a number of ways:

- When you provide it to us directly.
- When and if we collect it as you use our websites or apps.
- From publicly available sources (where possible) to keep your information up to date (e.g. the Post Office's National Change of Address database).

We combine the information from these sources with the information you provide to us directly.

When providing permission for 3rd party organisations to share your data you should check their Privacy Policies carefully to understand fully how they will process your data.

Children

If you are under 18 please ensure you obtain your parent/guardian's consent before sending any personal information to any website or to the IAC. We do have activities for those under 18 and a junior membership category so we may ask your age. Before taking part please ensure you speak to your parent or guardian.

Please note that we will not knowingly market to or accept orders for goods or services from persons aged under 18 years.

As a parent or guardian we encourage you to be aware of the activities in which your children are participating, both offline and online. If your children voluntarily disclose information, this may encourage unsolicited messages. We suggest that you discourage your child from providing any information without your consent.

Anything else?

All the personal data we process is processed by our staff in the UK. This will be done in accordance with guidance issued by the Information Commissioner's Office.

If you would like to change the way you hear from us or no longer wish to receive direct communications from us then use the contact form on our 'Contact Us' page.

3. Sharing your information

We will only share data with the recognised region of the IAC in which you reside.

We only disclose information to third parties or individuals when obliged to by law, for purposes of national security, taxation and criminal investigations and the following:

- If you have agreed that we may do so.
- When we use other companies to provide services on our behalf, e.g. processing, mailing or delivering orders, when using auditors/advisors or processing credit/debit card payments.
- If we receive a complaint about any content you have posted or transmitted to or from our site, to enforce or apply our Terms & Conditions or if we believe that we need to do so to protect and defend the rights, property or personal safety of the IAC, our websites or our visitors and for other lawful purposes.

- If we merge with another organisation to form a new entity, information may be transferred to the new entity.
- We may disclose aggregate statistics about our site visitors, members, customers and sales to describe our services and operations to prospective advertisers and other reputable third parties and for other lawful purposes, but these statistics won't include any personally identifying information.
- If we run an event in partnership with other named organisations your details may need to be shared. We will be very clear what will happen to your data when you register.

And, we will never supply, sell or rent your personal information to other organisations.

4. Retaining your information

We hold your information only as long as necessary for each purpose we use it.

If you decide not to support the IAC any more or request that we have no further contact with you, we will keep some basic information in order to avoid sending you unwanted materials in the future and to ensure that we don't accidentally duplicate information.

5. What are your rights?

A new data protection law, starting in May 2018, gives everyone a number of very important rights. These are:

- Transparency over how we use your personal information (right to be informed).
- The right to request a copy of the information we hold about you, which will be provided to you within one month (right of access).
- Update or amend the information we hold about you if it is wrong (right of rectification).
- Ask us to stop using your information (right to restrict processing).
- Ask us to remove your personal information from our records (right to be 'forgotten').
- Object to the processing of your information for marketing purposes (right to object).

- Obtain and reuse your personal data for your own purposes (right to data portability).
- Not be subject to a decision when it is based on automated processing (automated decision making and profiling).

If you would like to know more about your rights under the data protection law see the Information Commissioners Office [website](#).

Remember, you can change the way you hear from us or withdraw your permission for us to process your personal data at any time by using the form on our '[Contact Us](#)' page.

8. How to contact us

If you wish to talk through anything in our privacy policy, find out more about your rights or obtain a copy of the information we hold about you, please contact our head office (details at the bottom of this page) who will be happy to help. If you wish to raise a complaint on how we have handled your personal data, you can contact our data protection officer who will investigate the matter. If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law you can complain to the Information Commissioner's Office (ICO).

Our data protection officer can be contacted by writing to:

IAC – The Film and Video Institute

Data Protection Officer

IAC - The Film and Video Institute,

McCracken Park,

Great North Road,

Gosforth,

NEWCASTLE UPON TYNE,

NE3 2D

or by emailing: admin@theiac.org.uk

If you wish to talk to us about anything in the policy or the information we hold about you please contact our head office:

- By telephone: 0191 303 8960
- By email admin@theiac.org.uk

- By post: IAC - The Film and Video Institute, McCracken Park, Great North Road, Gosforth, NEWCASTLE UPON TYNE, NE3 2DT

Please note that calls to our head office may not be answered immediately. You may need to leave a contact number to be called back.

This document was last updated: May 2018