

All About Reel Ltd.

Privacy Policy v2.0

1. Introduction

This Privacy Policy explains how the Company collects, uses, stores, and protects personal data in connection with its business activities, including IT consultancy, media production, and related services.

The Company is committed to protecting privacy and complying with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Data Controller

For the purposes of data protection law, the Company is the data controller.

Contact details:

- Company Name: All About Reel Ltd.
- Registered Address: 20-22 Wenlock Road, London, England, N1 7GU
- Email: To be added later

3. Personal Data We Collect

We may collect and process the following categories of personal data:

- Identity information (such as name, date of birth, and photographic identification);
- Contact information (such as email address, telephone number, and postal address);
- Business information (such as company name, job title, and professional role);
- Contractual and payment information;
- Technical data (such as IP address, device information, and website usage data);
- Media and production records (such as images, video recordings, and consent documentation);
- Communications and correspondence.

4. How We Collect Personal Data

Personal data may be collected:

- Directly from individuals when they contact us, engage our services, or participate in productions;
- Through our website and online services;
- From third-party platforms and service providers used for distribution, payment processing, or project management;
- From publicly available sources, where lawful.

5. How We Use Personal Data

We use personal data for the following purposes:

- To provide and manage our services;
- To administer contracts and business relationships;
- To process payments and maintain financial records;
- To manage media production and distribution;
- To verify identity and age where required;
- To communicate with clients, partners, and contributors;
- To comply with legal and regulatory obligations;
- To protect our legal rights and interests.

6. Consent, Safeguarding, and Performer Data

Where the Company undertakes media production activities involving individuals, it applies enhanced consent and safeguarding standards.

These include:

- Obtaining written contracts and informed consent documentation from all participants prior to production;
- Verifying that all participants are legally eligible to participate;
- Maintaining secure records of consent, identification, and contractual materials;
- Providing clear information to participants regarding the nature and intended use of content;
- Ensuring that participation is voluntary and free from coercion;
- Implementing procedures to address concerns, complaints, or withdrawal of consent in accordance with contractual terms and applicable law.

Any personal data relating to performers and contributors is treated as sensitive and is subject to enhanced security and access controls.

7. Legal Bases for Processing

We process personal data on one or more of the following legal bases:

- Performance of a contract;
- Compliance with a legal obligation;
- Legitimate interests, where these are not overridden by individual rights;
- Consent, where required by law.

7. Sharing of Personal Data

We may share personal data with:

- Professional advisers (including accountants, solicitors, and auditors);

- Payment processors and financial institutions;
- Hosting providers, IT service providers, and cloud platforms;
- Distribution platforms and marketplaces;
- Regulatory authorities and law enforcement bodies, where required by law.

We do not sell personal data to third parties.

8. International Transfers

Where personal data is transferred outside the UK, we ensure appropriate safeguards are in place in accordance with data protection law, including the use of approved contractual clauses where applicable.

9. Data Security

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse, or alteration. Access to personal data is restricted to authorised personnel only.

10. Data Retention

Personal data is retained only for as long as necessary for the purposes for which it was collected, including legal, contractual, and regulatory requirements.

Retention periods are reviewed periodically.

11. Individual Rights

Individuals have the following rights under data protection law:

- The right to access their personal data;
- The right to request correction of inaccurate data;
- The right to request erasure of data, where applicable;
- The right to restrict or object to processing;
- The right to data portability;
- The right to withdraw consent, where processing is based on consent;
- The right to lodge a complaint with the Information Commissioner's Office (ICO).

12. Cookies and Website Tracking

Our website may use cookies and similar technologies to improve functionality and user experience.

Details of cookies used will be provided in a separate Cookie Notice where required.

13. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be published on our website.

15. Contact Us

If you have any questions about this Privacy Policy or how we handle personal data, please contact us using the details in Section 2.

Approval and Adoption

This Privacy Policy is approved by the Company's management and supersedes any earlier dated versions.

Version: 2.0

Effective Date: 7th June 2021

Last Reviewed: 5th December 2025