

Producer Communications Privacy Notice

Your trust is very important to us. This means the BBC is committed to protecting the privacy and security of your personal data. It is important that you read this notice so that you are aware of how and why we are using such personal data. This privacy notice describes how we collect and use personal data about you during and after your relationship with us, in accordance with data protection law.

Why are we doing this and how can you participate?

As a chartered body we are not only required to support the creative economy across the UK but are also required to work collaboratively and seek to enter into partnerships with other organisations, particularly in the creative economy. One way in which we do this is by updating our business contacts on industry news, the BBC's activities and on new opportunities for collaborations via email communications or via our newsletter for Producers.

We sometimes also email our business contacts (also known as corporate subscribers) to let them know if we are doing something differently, such as changing the way we report on the diversity of the programmes we commission.

We add you to our business contacts list if we think your organisation would benefit from receiving our communications and/or newsletter, if you and/or your organisation have asked us to keep you updated or if a commissioner (also known as a commissioning editor) has asked us to include your organisation.

We use a third party email marketing system to monitor the emails we send, such as record when an email from us is opened, how many links are clicked within the message and/or approximately where across the UK our emails are being opened in order to monitor the effectiveness of our communications and improve our outreach. The data from this tracking is generally used in an aggregated and anonymised form (e.g. how many times the newsletter was opened within a month), however, there may be rare occasions where we check to see whether individual business contacts received our communications. You can change your permissions at any time in your email settings by opting out of/disabling “load remote content in messages”. You can also choose to install free plug-ins into your email programmes.

What personal data will the BBC collect ?

You must be 18 years or older to receive our communications.

The BBC will collect and process the following **personal data** about you:

- First and last name
- Work email address
- Your organisation
- Information about the device you used to open our communications including your IP address

The personal data that you provide us will be processed only for the purposes of:

- Updating our business contacts on industry news, the BBC's activities and on new opportunities for collaborations and/or if we are doing something differently; and
- Monitoring the effectiveness of our communications and improve our outreach.

Who is the Data Controller?

The BBC is the “data controller” of your personal data. This means that the BBC decides what your personal data is used for, and the ways in which it is processed. For the avoidance of doubt, your personal data will be collected and processed solely for the purposes set out in this privacy notice. As the data controller, the BBC has the responsibility to comply, and to demonstrate compliance with, data protection law.

Lawful basis for processing your personal data

The lawful basis on which the BBC processes the personal data is the **performance of its public task**. The BBC’s role is to support the creative economy across the UK but and to work collaboratively and seek to enter into partnerships with other organisations, particularly in the creative economy.

Sharing your personal data

The BBC works with our approved third-party providers who help us to provide some of our services. These partners only use your personal data on behalf of the BBC and not independently of the BBC.

We may share personal data with a third party where required or permitted by law.

Retaining your personal data

Where we will hold your personal data to contact you with our newsletter, we will hold it for as long as you are actively engaged with it.

For all our other communications, we will retain your personal data for five (5) years on a rolling basis and we will delete your data from our system if we haven’t contacted you or updated your data in that time.

You can unsubscribe from the newsletter mailing list and/or communications by emailing [Commissioning News](#) or by clicking the unsubscribe link in the newsletter.

Your personal data will be stored in the UK and the EEA.

Your rights and more information

You have **rights** under data protection law:

- You can **request a copy** of the personal data BBC stores about you.
- You have the right to request that we **rectify** any inaccurate or incomplete personal data that we hold about you.
- You have the right to ask for the personal data we collect about you to be **deleted** however there are limitations and exceptions to this right which may entitle the BBC to refuse your request.
- In certain circumstances, you have the right to **restrict** the processing of your personal data or to **object** to the processing of your personal data.
- You have the right to ask that we **transfer** the personal data to you or to another organisation, in certain circumstances.

You can contact our, [Data Protection Officer](#) if you have questions or you wish to find out more details about your rights, read about the [BBC's Privacy and Cookies Policy](#).

If you have a concern about the way the BBC has handled your personal data, you can raise your concern with the supervisory authority in the UK, the [Information Commissioner's Office \(ICO\)](#).

Updating this privacy notice

We will revise the privacy notice if there are significant changes to how we use your personal data.