

Privacy Policy

Media Transfer - A trading name of High Profile Limited

Last updated: 3/12/24

1. Who we are

Media Transfer is a trading name of High Profile Limited. For the purposes of UK data protection law, High Profile Limited is the data controller of the personal data described in this Privacy Policy.

Our details:

High Profile Limited t/a Media Transfer
1 Forstal Road
Aylesford
Kent
ME20 7AU

Email: accounts@highpro.co.uk

Telephone: 01474 569390

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

2. What this policy covers

This Privacy Policy explains how we collect, use, store, protect and share personal data when you:

- contact us with an enquiry;
- ask us for a quotation;
- place an order for media transfer services;
- send or bring media to us;
- use our website, including any contact forms;
- receive completed transferred material from us; or
- otherwise interact with us in the course of our business.

3. The personal data we collect

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

- name;
- company or organisation name, where applicable;
- postal address;
- email address;
- telephone number;
- billing and payment information;
- order details;
- project instructions and special handling requirements;
- correspondence and communications with you;
- delivery and collection details;
- website enquiry information submitted via forms;
- technical and usage data collected through analytics and cookies;
- the contents of media provided to us, where that content contains personal data.

The media you provide to us may itself contain personal data, including video, audio, photographs, documents, archives and other information relating to identifiable individuals.

4. How we collect personal data

We collect personal data directly from you when you:

- contact us by phone, email, post, website form or in person;
- request a quotation;
- place an order;
- deliver or send media to us;
- tell us about retention, confidentiality or security requirements; or
- communicate with us during or after a project.

We may also receive personal data from a person or organisation acting on your behalf.

5. How we use personal data

We use personal data for the following purposes:

- to respond to enquiries and provide quotations;
- to communicate with you about your order or project;
- to identify, log, handle, transfer, convert, duplicate, preserve, return or securely delete media and transferred data in line with your instructions;
- to process payments and issue invoices;
- to arrange collection, delivery or return of media;
- to maintain internal business and project records;
- to ensure the security and integrity of customer materials and transferred data;
- to operate, maintain and improve our website and services;
- to comply with legal and regulatory obligations; and
- to establish, exercise or defend legal claims.

We do not use customer materials for unrelated commercial exploitation, profiling, or automated decision-making.

6. Our lawful bases for processing

Under UK data protection law, we rely on one or more of the following lawful bases:

Contract

Where processing is necessary to take steps at your request before entering into a contract, or to perform the services you have asked us to provide.

Legitimate interests

Where processing is necessary for our legitimate interests, including running our business, maintaining records, securing customer materials, responding to enquiries, recovering payments, and protecting our legal position, provided those interests are not overridden by your rights and freedoms.

Legal obligation

Where we need to process personal data to comply with legal, regulatory, tax or accounting obligations.

Consent

Where we specifically ask for your consent, such as for certain cookies or where a service option depends on your request and agreement.

If you provide us with media containing personal data relating to other individuals, you are responsible for ensuring that you have the necessary authority or lawful basis to provide that material to us for processing.

7. Sensitive and confidential media

We regularly handle confidential and sensitive materials and apply strict physical and technical safeguards.

Physical media is stored in a secure area of our building and is only removed for transfer work by the DBS-checked staff assigned to the project. The media does not leave our premises unless this has been specifically agreed with you.

All data transfers are carried out using offline machines only. Transferred data is then stored on AES-256 encrypted drives.

Our storage servers are offline and are only accessible within our building by staff working on the relevant project. No machines that connect to those servers have an external (online) connection.

For highly sensitive projects, we can provide enhanced handling arrangements. These may include escorted delivery of original media to our premises, supervised transfer sessions, same-day removal of original media, and no retention of digital copies. If you require zero-retention or other special handling arrangements, these should be agreed with us in advance.

8. Cloud storage and delivery

We do not use cloud storage or cloud delivery for customer materials unless this is specifically requested.

Where cloud delivery is requested, we will use our WeTransfer account or a file transfer or cloud account specified by the customer. WeTransfer's privacy policy can be viewed here - wetransfer.com/explore/legal/privacy

By default we will keep your files stored on WeTransfer for a period of 1 year unless you specify otherwise. If cloud delivery is not requested, we will not use our own cloud storage for the project.

Please note that where customer-requested third-party platforms are used, the relevant provider's own privacy terms and security arrangements may also apply.

9. Payments

We use third-party payment providers including SumUp and PayPal to process payments. When you make a payment, relevant payment information may be processed by the payment provider in accordance with their own privacy policies and terms. We do not control how those third-party providers use personal data for their own compliance, fraud prevention or operational purposes.

Sumup's privacy policy can be found here - sumup.com/en-us/privacy/

PayPal's privacy policy can be found here - paypal.com/myaccount/privacy/privacyhub?locale.x=en_GB

10. Collection, delivery and couriers

Where required, we may collect and return media ourselves. For returns, we may also use: Royal Mail tracked services; or UPS couriers.

Where postal or courier services are used, we will share the minimum personal data needed to arrange and complete delivery, such as name, address, and shipment details.

11. How long we keep personal data

We keep personal data only for as long as necessary for the purposes for which it was collected, including to provide the service, answer follow-up queries, maintain appropriate business records, and comply with legal obligations.

Our standard retention period for transferred data is typically:

- minimum: 60 days
- maximum: 90 days

This is our default retention period only. It can be increased or reduced on request, depending on the project and your instructions.

For certain highly sensitive projects, we may agree not to retain transferred data at all. In those cases, original media may be escorted to our premises, supervised while being transferred, and removed again at the end of the day with no digital copies stored. We may keep certain customer, order, accounting and correspondence records for longer where reasonably necessary for tax, legal, insurance, dispute-resolution or business record-keeping purposes.

12. Who we share personal data with

We do not sell personal data. We only share the minimum personal data necessary for the relevant purpose.

We may share personal data where necessary with:

- staff assigned to your project;
- payment providers, including SumUp and PayPal;
- Royal Mail, UPS, or other delivery providers used to return media;
- professional advisers such as accountants, lawyers or insurers;
- website, hosting, analytics or technical service providers;
- law enforcement, courts, regulators or other authorities where required by law or necessary to protect our legal rights.

13. International transfers

We aim to keep personal data within the UK wherever possible. However, if you ask us to use a cloud or file-transfer service, or a third-party provider operates internationally, personal data may be transferred outside the UK. Where this happens, we will take reasonable steps to ensure that appropriate safeguards are in place where required by applicable data protection law.

14. Website use, analytics and contact forms

If you use our website, we may collect personal data through contact forms and technical information through analytics tools, cookies and standard server logs. This may include:

- your name and contact details where you submit them;
- your message or enquiry;
- IP address;
- browser type and device information;
- pages visited and how you use the website;
- approximate location data derived from IP address;
- referral source and website performance data.

We use this information to:

- respond to enquiries;
- operate and secure the website;
- understand how visitors use the site;
- improve website performance and user experience; and
- administer and protect our business.

15. Cookies

Our website uses cookies and similar technologies.

These may include:

- strictly necessary cookies, required for the operation and security of the website;
- analytics cookies, used to understand how visitors use the website and improve it; and
- other cookies where relevant to website functionality.

Where required by law, we will ask for your consent before using non-essential cookies. You can also control cookies through your browser settings and any cookie preferences tool made available on the website.

16. Security

We take appropriate technical and organisational measures to protect personal data against unauthorised or unlawful processing, accidental loss, destruction or damage.

These measures include physical security, restricted staff access, offline transfer systems, encrypted storage, offline servers, and project-based access controls.

However, no method of storage, processing or transmission is completely secure, and we cannot guarantee absolute security.

17. Your rights

Under UK data protection law, you may have the right to:

- request access to your personal data;
- request correction of inaccurate or incomplete personal data;
- request erasure of your personal data;
- request restriction of processing;
- object to processing based on legitimate interests;
- request transfer of certain personal data to you or another provider;
- withdraw consent where we rely on consent.

These rights are not absolute and may not apply in every circumstance.

To exercise any of your rights, please contact us at accounts@highpro.co.uk.

18. Complaints

If you have concerns about how we handle personal data, please contact us first and we will try to resolve the issue.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK supervisory authority for data protection matters. ICO guidance says a privacy notice should explain that people can complain if they have concerns about how their information is used.

19. Third-party websites and services

Our website or communications may refer to or make use of third-party services. Where third-party websites, payment providers, delivery providers, or customer-selected cloud platforms are used, their own privacy policies may apply to their processing of personal data.

We are not responsible for the privacy practices of third-party organisations outside our control.

20. Changes to this policy

We may update this Privacy Policy from time to time. The most current version will always be made available and will show the date of the latest update.