

## Website Privacy Policy Big Button

### Definitions and interpretation

Clients of Big Button and its subsidiaries and affiliated companies (“Big Button”, “we”, “our”, and “us”) trust us when they come to our website or use our services. This privacy statement is to further that trust by being transparent with our privacy practices regarding personal information (as defined below) that we collect, use, share and secure from any third party (“you”) to <http://www.bigbutton.tv/> (the “Site”).

Big Button is committed to being fully GDPR compliant. You can find out more in our [Data Privacy Policy](#).

This privacy statement is not intended to discuss the collection or use of personal information by a Client’s use of the Services and does not apply to third-party websites, applications, or services that display or link to different privacy statements. Because a Client’s collection or use of personal information is specific to their use and implementation of the Services, please consult a Client’s privacy statement or the written contract between a Client and Big Button for more information.

If you have questions or complaints regarding this privacy statement or our privacy practices, please contact us at [enquiry@bigbutton.tv](mailto:enquiry@bigbutton.tv).

### Data Protection Principles

Personal data must be processed in accordance with six ‘Data Protection Principles’ and so must:

- be used fairly, lawfully and transparently
- be collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes
- be relevant to the purposes we have told you about and limited only to those purposes
- be accurate and kept up to date. Any inaccurate data must be deleted or rectified without delay
- be kept only if necessary, for the purposes we have told you about; and
- be kept securely.

Big Button is accountable for these principles and must be able to demonstrate that it is complying with its legal obligations under Data Protection legislation.

### Information we collect

We collect information, including personal information, in various ways when you use our Site. As used in this statement, “personal information” means any information which, either alone or in combination with other information, identifies you as an individual, such as your name and email address.

### Information you provide us

We collect information, including personal information, you provide us voluntarily when you complete forms or surveys on our Site. This data includes but is not limited to:

- Name
- Phone number
- Email address
- Job title
- Organisation

### Information Collected Via Technology

We automatically collect certain information via technology:

- **IP Address and Browser Information**

When you visit our Site or use our Applications, some information is automatically collected. This may include information such as the operating system (“OS”) running on your device, internet protocol address (“IP Address”) (which may be used to obtain your geolocation), access times, and browser type. We also collect information about how you use Big Button’s Site, Applications and Services, including the elements you have interacted with, metadata and other details about these elements, clicks, change states and other Client actions.

- **Browser Local Storage**

We also store data locally on your device to enhance the Client experience on our Site. For example, browser local storage allows us to save the state of your current page so that when you return later or refresh the browser, the page will remain the same.

- **Access and Control of the Information We Collect**

We recognise an individual’s right to control the type of personal information that is collected about them. Clients may also send requests for access to your personal information by emailing [info@bigbutton.tv](mailto:info@bigbutton.tv). Big Button will respond to any reasonable request to edit or delete your personal information. As discussed in the introduction, this privacy statement does not apply to the end-Clients tracked by our Clients. If you are a Client of a Big Button Client, please contact that Big Button Client for access to your personal information.

### **How we use information we collect**

In general, we use the information we collect primarily to provide, maintain, protect, and improve our current products and to develop new ones. This may include collection to:

- Identify you as a Client in our Services;
- Improve our Services, Site and how we operate our business
- Understand and enhance your experience using our Site products and services
- Provide and deliver products and services you request
- Respond to your comments or questions and for our production team to provide service
- Communicate with you about promotions, upcoming events and news about products and services offered by Big Button, and for other marketing purposes of Big Button
- Link or combine it with other information we get from third parties, to help understand your needs and provide you with better service; and
- Protect, investigate and deter against fraudulent, unauthorised or illegal activity.

### **Client feedback**

We often receive feedback and comments about our Services from Clients of our Services. If we choose to use your feedback on the Site we will request permission to include names of individuals. We may also include a profile picture along with your feedback.

### **Creation of Anonymous Data**

We may create anonymous data records from personal information by excluding information (such as your name) that makes the data personally identifiable to you. We use this anonymous data to analyse request and usage patterns so that we may enhance the content of our Services and improve Site navigation.

### **Profiling**

When you interact with our Site by completing a form (such as a request for us to contact you, registering for an event, or downloading content) we will collect your personal information and analyse your information to build individual profiles. We use third party tools to help us build the profile by providing



firmographics: company size and industry for example. These profiles will be used to help us predict future interest in our Services. The profiling is based on your activity on our Site such as what you are reading or downloading and is updated in real-time based on your activity on the Site.

### **Sharing of Information**

We do not share your personal information with third parties without your consent other than:

- Third-party service providers

Third parties who work on our behalf that subscribe to the Principles, entered into an applicable data processing agreement, or provide at least the same level of privacy protection as required by other applicable privacy regulations to offer their services.

These companies are authorised to use your personal information only as necessary to provide these services to you. If you would like to see the list of third parties with whom Big Button currently shares your information, you may request a copy of the list by emailing us at [info@bigbutton.tv](mailto:info@bigbutton.tv)

- Lawful Requests

To comply with laws or to respond to lawful requests and legal process.

- Protection of Rights and Property

To protect the rights and property of Big Button, our agents, Clients and other third parties to enforce our agreements and policies.

- Emergency

In an emergency, including to protect the personal safety of any person.

- Corporate Restructuring

For the purposes of a business deal (or negotiation of a business deal) involving sale or transfer of all or a part of our business or assets (business deals may include any merger, financing, acquisition, divestiture, or dissolution transaction or proceeding).

In the event of an insolvency, bankruptcy, or receivership, personal information may also be transferred as a business asset. If another company acquires our company, business or assets, that company will possess the personal information collected by us and will assume the rights and obligations regarding your personal information as described in this statement.

In the above instances, we will always aim to ensure your privacy is protected.

### **Strategic video production**

With respect to our Services, Big Button collects information under the direction of its Clients (the data controller) and has no direct relationship with the individuals whose personal information it processes. The processing of data sent from our Clients is governed by our Terms of Use, Data Processing Addendum or any other agreement agreed to and signed by Big Button with our Clients. If you are a Client, employee, or ex-employee of one of our Clients and would like more information on their use of your data, please contact the Client directly.

We acknowledge that you have the right to access your personal information. An individual who seeks access, or who seeks to correct, amend, or delete inaccurate data should direct his or her query to the Big Button Client (the data controller) who will then provide instructions to Big Button, if necessary.



We will retain personal information pursuant to our retention policy and will retain this personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

### **Personal information security**

Big Button maintains commercially reasonable administrative, technical, and physical safeguards to help protect your personal information to prevent loss, misuse, and unauthorised access, disclosure, alteration, and destruction.

### **Your information choices and changes**

In addition to the choices outlined in other parts of this statement, you also have control over email communications with Big Button.

You may opt out of receiving promotional or marketing emails from Big Button by following the instructions in those emails. If you opt out, we may still send you non-promotional emails, such as emails about your Big Button projects or our ongoing business relationship.

### **Changes to this statement**

Big Button may change this statement from time to time. If we make any changes to this statement, we will change the “Last Updated” date below. If we make any material changes, we will notify you by email (sent to the email address specified on your Account) or by means of a notice on this website prior to the change becoming effective.

We encourage you to periodically review this page for the latest information on our privacy practices. You agree that your continued use of our Site or Services after such changes have been published to our statement will constitute your acceptance of such revised statement.

### **How to contact us**

Big Button’s internal policies and procedures provide for disciplinary action if our employees fail to follow this statement. We periodically self-assess and review these internal policies and procedures to review compliance.

Data Protection Officer (“DPO”)

If you have questions about the collection of your personal information, our DPO can assist you. You may contact our DPO at:

Email: [enquiry@bigbutton.tv](mailto:enquiry@bigbutton.tv)

Phone: +44 (0)121 309 0340

**Updated 28<sup>th</sup> April 2021**