



PRIVACY POLICY

In this data protection notice, we – Mini Productions Limited – inform you about the processing of your personal data. Personal data are collected, processed and used when you visit or interact with our website.

Personal data encompass information that relates to an identified or identifiable person. This primarily includes information that allows conclusions to be drawn about your identity, such as your name, telephone number, address or e-mail address. Statistical data, which we collect (for example) when you visit our website and cannot be attributed to you as a person, do not fall under the definition of personal data.

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1. Contact and controller

The contact and so-called controller for the processing of your personal data when you visit this website within the meaning of the EU General Data Protection Regulation (GDPR) is

Mini Productions

Orion House, 5 Upper St Martin's Ln, London, WC2H 9EA United Kingdom

(referred to hereinafter as “we” or “us”)

Telephone: +44 (00 20 3105 5497

E-mail: info@miniproductions.co.uk

If you have any questions about data protection in relation to our online offering or the use of our website, you can also ask them of our Data Protection Officer at info@miniproductions.co.uk at any time.

2. Online Offering

Every time you visit our website, we collect the data that your browser automatically transmits in order to make it possible for you to visit the website. These data particularly include:

- IP address of the requesting terminal device
- Date and time of the request
- Time zone difference from Greenwich Mean Time (GMT)
- Content of the request (specific page)
- Access status/ HTTP status code
- Each data quantity transmitted
- Website from which the request was made
- Browser
- Operating system and user interface

The data processing is necessary to make it possible for you to visit the website and to ensure the permanent operability and security of our systems. In addition, the aforementioned data are temporarily stored for the purposes described above in internal log files in order to generate statistical information about the use of our website so that we can improve our website to better suit the usage habits of our visitors (e.g. when the percentage of mobile terminal devices from which pages are accessed increases) and to perform general maintenance of our website.

The legal basis for the aforementioned data processing is Art. 6 (1) (b) GDPR.

3. Your contact data and communications

You can communicate with us at info@miniproductions.co.uk or by using our contact forms. When you do this, we process both your contact data and the content of your communications with us. We process these data only for the purpose of communicating with you.

3.1 Business enquiries

Business customers interested in cooperating with us or our artists can contact us in the Client Briefing/Business Enquiries section of our website. In this section, a form is offered in which client data such as the name, address and payment information of the client, the name of the project or product, the name and e-mail address of a client contact, detailed information on the cooperation and the budget are collected. We store and process these data with the aid of the service provider Salesforce (hosting is done within the EU).

The legal basis for the aforementioned data processing is Art. 6 (1) (b) GDPR.

4. Newsletter

You have the option of subscribing to our newsletter, in which you regularly receive free and exclusive information.

When you subscribe to our newsletter, we use the so-called double opt-in method, meaning that we only send you the newsletter by e-mail when you confirm that you want to receive the newsletter by clicking on a link in our notification e-mail. If you confirm your wish to receive the newsletter, we will store your e-mail address, the date and time of the registration and the IP address used for the registration until you cancel the newsletter. The data storage serves the sole purpose of being able to send you the newsletter and prove your registration. You can cancel the newsletter at any time. A cancellation link is provided in every newsletter. Naturally, you can also send a message (e.g. by e-mail or letter) to the contact data indicated above or in the newsletter to cancel your subscription.

The legal basis for the aforementioned data processing is your consent pursuant to Art. 6 (1) (a) GDPR.

We use customary market technologies in our newsletter to measure interactions with the newsletter (e.g. opening of the e-mail, clicked links). We use these data to generate general statistical reports and to optimise and improve our contents and communications with customers. We do this with the aid of small graphics that are embedded in the messages (so-called pixels).

The legal basis for the aforementioned data processing is Art. 6 (1) (f) GDPR. This data processing is based on our legitimate interests. Our intention is to optimise and improve our contents and communications with customers.

If you do not want your user behaviour to be analysed, you can cancel the newsletter (see above) or deactivate graphics in your e-mail program by default. In our newsletter, we want to share information that is as relevant as possible to our clients and to better understand what our readers are truly interested in.

The legal basis for the aforementioned processing is Art. 6 (1) (b) GDPR.

5. Use of cookies

It is necessary for us to use so-called cookies for a part of our services. A cookie is a text file that is stored on the hard drive either temporarily ("session cookies") or for a longer time ("persistent cookies"). Cookies are not used to execute programs or upload viruses to your computer. Rather, the main purpose of cookies is to provide you with an offering tailored to your preferences and to make using the service as time-saving as possible.

Most browsers are set by default to accept cookies. However, you can change your browser settings to refuse cookies or allow them to be stored on your hard drive only with your prior consent. If you refuse cookies, not all of our offerings may work without problems.

The legal basis for the aforementioned data processing is Art. 6 (1) (f) GDPR. These services are based on our legitimate interests. By processing this data, we want to make the use of our website more convenient and personalised.

6. Analytic and advertising measures

To improve our website, we use various technologies to analyse user behaviour and evaluate the associated data. The collected data may particularly include the IP address of the terminal device, the data and time of access, the identification number of a cookie, the device identifier of mobile terminal devices and technical information about the browser and the operating system. However, the collected data are only stored after being first anonymised, which makes it impossible to directly identify persons. These data are also processed for marketing purposes and to place personalised advertising messages.

The legal basis for the aforementioned data processing is Art. 6 (1 (f) GDPR. This data processing is based on our legitimate interests. By processing the data, we want to make the use of our website more convenient and personalised and also provide personalised and tailored advertising.

6.1 Google

Our website uses the services and technologies of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). In the event that personal data are transmitted to the United States, Google has committed itself to the [EU-US Privacy Shield](#).

You can find additional information in the [Data Protection Notice](#) of Google. In particular, we use the following services and technologies of Google:

6.1.1 Google Analytics

Our website uses Google Analytics. Google Analytics uses cookies and similar technologies in order to analyse and improve our website on the basis of your user behaviour. Google may transfer the data collected in this context to a server in the United States and store them there for analysis. However, your IP address is truncated before the analysis of user statistics, making it impossible to draw any conclusions about your identity. For this purpose, the "anonymizeIP" code has been added to Google Analytics on our website to ensure that IP addresses are only collected on an anonymised basis.

Google will process the data collected by the cookies to analyse your use of the website, compile reports on website activities for the website operators and provide additional services related to website usage and Internet usage.

As described above, you can configure your browser to refuse cookies or you can prevent the collection and processing by Google of data generated by cookies and relating to your use of this website (including your IP address) by downloading and installing the browser add-on provided by Google. As an alternative to the browser add-on or if you are visiting our website from a mobile terminal device, please use this [opt-out-link](#). This will prevent the collection of data by Google Analytics on this website in the future (the opt-out only works in the

browser and only for this domain). If you delete the cookies in your browser, you will need to click on this link again.

7. Social plug-ins

You will also find social plug-ins in some parts of the website. These are functions of the corresponding social network by which you can share contents with your friends in the social networks or recommend them, for example.

These social plug-ins are useful and easy ways to share articles with your friends or comment on them. In the following paragraphs, we explain how social plug-ins work in general and which plug-ins of which providers we use.

Please consult the data protection notices of the corresponding social networks for information on the purpose and scope of data collection and the further processing and use of the data by the social networks, as well as your rights and setting options to protect your privacy.

7.1 Facebook social media plug-ins

Our website uses social media plug-ins (e.g. the “like” button) of the social network Facebook Inc., 1601 Willow Road, Menlo Park, California, 94025, USA (“Facebook”). The legal basis is Art. 6 (1) (1) (f) GDPR, based on our legitimate interest in allowing you to share our contents in social networks, thereby increasing our reach.

In the event that personal data are transmitted to the United States, Facebook has committed itself to the [EU-US Privacy Shield](#). Facebook receives the information that you have visited the corresponding sub-page of our website. This is done regardless of whether you have an account with Facebook and are logged in there. When you are logged in to Facebook, these data are linked directly to your account. When you click on the activated plug-in and link to the page (for example), Facebook also stores this information, including the date and time, in your user account and shares it publicly with your contacts. If you do not wish to be linked to your profile in Facebook, you must log out before activating the plug-in.

Facebook stores these data as user profiles and uses them for purposes of advertising, market research and/or designing its website to meet users’ needs. Such analysis is performed particularly (even for users who are not logged in) to present advertising that meets users’ needs and to inform other users of the social network about your activities on our website. You have the right to object to the formation of these user profiles: As a Facebook member, you can deactivate advertising on the basis of social activities in [Advertising preferences](#). You can also completely block the loading of Facebook social media plug-ins by using supplementary programs for your browser, e.g. the Facebook Blocker.

You can find further information on this subject in Facebook's [Data Protection Notices](#).

7.2 Twitter

Twitter is a micro-blogging service of the U.S. company Twitter, Inc. (795 Folsom St., Suite 600, San Francisco, CA 94107). When you visit our web pages that contain a Twitter button, your browser also establishes a direct connection with Twitter's servers and the button is loaded from there. In addition, the information that the corresponding service was visited is transmitted to Twitter. Even if you are not logged in, Twitter may potentially collect and also store usage data.

When you click on the Twitter buttons and "tweet" information via the opened Twitter window, you transmit the tweeted information to Twitter. This information is then published in your Twitter user profile.

You can find further information on the collection, analysis and processing of your data by Twitter and your rights in this regard in Twitter's data protection notice, which is available at www.twitter.com/privacy.

7.3 LinkedIn

You will also find plug-ins of the social network LinkedIn of LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA (called "LinkedIn" hereinafter) on our website. You can recognise the plug-ins of LinkedIn by its logo or the "Recommend" button. Please note that when you visit our website, the plug-in establishes a connection between your Internet browser and the LinkedIn server. Thus, LinkedIn is informed that our website was visited from your IP address. When you click on LinkedIn's "Recommend" button while being logged in to your account with LinkedIn, you will have the chance to link content of our website to your profile page at LinkedIn. This enables LinkedIn to link your visit to our website to you or your user account with LinkedIn. Please note that we have no knowledge whatsoever of the contents of the transmitted data and the use of those data by LinkedIn.

You can obtain further information on the collection of data and your legal options and setting options from LinkedIn. This information is made available at [Data Protection Notice](#).

7.4 Instagram

Functions of the Instagram service are embedded in our web pages. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA. When you are logged in to your Instagram account, you can link the contents of our pages to your Instagram profile by clicking on the Instagram button. This enables Instagram to link your visit of our web pages to your user account. Please note that we as the provider of these web pages have no knowledge of the contents of the transmitted data and the use of those data by Instagram.

You can find further information on this subject at Instagram's [Data Protection Notice](#).

8. Embedded videos

We have embedded videos in our website that are stored with YouTube and can be played directly from our website. YouTube is a multimedia service of YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA (“YouTube”), a group company of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”). In the event that personal data are transmitted to the United States, Google and its group company YouTube have committed themselves to the [EU-US Privacy Shield](#). The legal basis is Art. 6 (1) (1) (f) GDPR, based on our legitimate interest in embedding video and picture contents.

When you visit our website, YouTube and Google receive the information that you have visited the corresponding sub-page of our website. This is done regardless of whether or not you are logged in to YouTube or Google.

YouTube and Google use these data for purposes of advertising, market research and designing their websites to meet the needs of users. When you activate YouTube on our website while you are logged in to your YouTube or Google profile, YouTube and Google may link this event to the corresponding profiles. If you do not want this to happen, you must log out of Google before visiting our website.

As described above, you can configure your browser to refuse cookies or you can prevent the collection of the data generated by cookies and pertaining to your use of this website and the processing of these data by Google by deactivating the button “Personalised advertising on the web” in the [Google advertisement settings](#). In this case, Google will only display non-personalised advertising.

You can find further information in Google’s [Data Protection Notices](#), which also apply to YouTube.

9. Data recipients

We disclose the data we collect only when necessary to perform the contract or provide the technical functions of the website or when there is another legal basis for data disclosure.

As a general rule, we process your data ourselves. However, we also use service providers in part. In addition to the service providers named in this data protection notice, data recipients may particularly include data centres that store our website and databases, IT service providers that maintain our systems, and consulting firms. Insofar as we disclose data to third parties, these data may only be used to perform their tasks. The service providers have been carefully selected and contracted by us. They are contractually bound to follow our instructions, maintain suitable technical and organisational measures to protect the rights of data subjects and are regularly monitored by us.

In addition, data may be disclosed in response to official government enquiries, court orders and legal proceedings if that is necessary for the assertion or enforcement of rights.

10. Length of storage

As a general rule, we store your personal data for only as long as necessary to fulfil the contractual or statutory obligations under which we collected the data. After that, we immediately erase the data unless we need them as evidence in support of civil claims until the expiration of statutory limitation periods or due to statutory retention obligations.

For evidence purposes, we must retain the contract data for three years from the end of the year in which the business relationships with you end. Any claims become time-barred at this time at the earliest in accordance with the regular limitation period under law.

Even after that, we must store your data for accounting reasons, in part.

11. Your rights

Provided that the corresponding legal criteria are met, you have the following data protection rights by law:

- Right of access (Article 15 GDPR)
- Right to erasure ('right to be forgotten') (Article 17 GDPR)
- Right to rectification (Article 16 GDPR)
- Right to restriction of processing (Article 18 GDPR)
- Right to data portability (Article 20 GDPR)
- Right to withdraw consent (Article 7 (3) GDPR)
- Right to object (Article 21 GDPR)

To assert the rights described herein, you may contact us at the contact data indicated in the section "Contact and controller".

12. Changes to the data protection notice

We update this data protection notice from time to time, for example when we make changes to our website or when the statutory requirements have changed.

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mini productions

"Dive into a world of another."

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