

Altitude Film Entertainment Limited

Privacy and Cookies Policy

INTRODUCTION:

This privacy and cookies policy (the “**Policy**”) together with the Terms of Use, provides information regarding the treatment of information provided and collected on the website on which this policy is posted, or when you engage with Altitude Film Entertainment Limited (together with its affiliates and subsidiaries referred to hereafter as “AFE”) in any other relevant manner (such as signing up to receive content/event updates).

By visiting this website or otherwise interacting with AFE you agree that you have read this Policy and agree to AFE’s processing of your personal data in accordance with this Policy.

TYPES OF INFORMATION AFE COLLECTS:

AFE collects two basic types of information personal information and anonymous information, and may use personal information to create a third type of information aggregate information:

Information you provide:

- Registration information you provide when you sign up for mailing lists, including: your name; e-mail address; city, town, county and country of residence;
- Information you provide when you use this website, or AFE’s applications on third-party sites or platforms such as social networking sites; and
- Location information when you visit this website, including location information provided by a mobile device interacting with this site, your IP address, device information, browser type, referral source, length of visit, operating system, number of page views, when you open e-mails AFE sends, or other similar information which AFE is permitted by law to process.

Information received from third parties:

- AFE may also receive information about you from third parties where you have consented to such third party sharing your information with us for specific purposes (for example, where you have indicated to such third party that you wish to hear more about AFE and its services and/or content).

HOW AFE COLLECTS YOUR INFORMATION:

AFE collects the information you provide to us when you request services or information from us, respond to customer surveys, participate in our activities (such as engaging with our social networks, or entering our competitions), participate in other activities related to AFE communications, or otherwise interact with us using one or more devices.

AFE also collects information through technology such as cookies, including when you visit this website or use our services via a third-party platform using one or more devices. Further information on AFE’s use of Cookies can be found below.

Please be aware that when you provide information to AFE on a third-party site or platform (for example, via social networks or mailing list service providers) the information which you provide may be separately collected by such third-party.

AFE does not control third-party sites or platforms and this Policy does not apply to them. Please consult the policy of the relevant third party to find out how they collect and use your information.

HOW AFE USES YOUR INFORMATION:

You agree that AFE may use your information for the following purposes:

- to provide you with access to this website, and provide any services or information that you may have requested from us;
- provided that you have opted in to hearing from us, to keep in contact with you about upcoming AFE content and services that AFE believes may be of interest to you;
- where you have provided consent to do so, to share your information with other selected third parties to enable them to contact you on AFE's behalf;
- to optimise or improve AFE's products, services and operations;
- to improve this website, and ensure that information on it is presented in the most effective and optimal manner;
- to enforce, protect and defend legal rights (including those of third party rights owners in respect of any content distributed by AFE) and to detect, investigate and prevent activities which may violate AFE policies or be illegal;

Further, in accordance with local laws, and choices and controls which may be available to you, AFE may use information collected from you or devices associated with you to:

- send you offers and promotions for its content and services or relevant third-party content or services;
- personalise content and experiences; and
- provide you with advertising based on your activity on this website and AFE's social networks and on third-party sites and applications.

COOKIES:

Cookies are small pieces of information, often in the form of encrypted text files, that are placed on your device when you visit a website which allow the website owner to monitor your use of their site, simplify your user experience and to bring together information which is collected about you.

You have the ability to choose to have your device warn you each time a cookie is being sent, or you can choose to turn off all cookies, by changing your browser settings. However, if you turn cookies off, you will lose access to certain features that may make your user experience more efficient and some services will not function properly.

For information about how to change the way your browser interacts with cookies, please visit the 'Help' section of your internet browser or visit <http://allaboutcookies.org> or http://en.wikipedia.org/wiki/HTTP_cookie for further general information regarding the way in which cookies work.

The cookies we use are "analytical" cookies. They allow us to recognize and count the number of visitors and to see how visitors move around the site when they are using it including what pages you visit on this website, what links you click on and how long you spend on various pages/links. This helps us to improve the way this website work, for example, by ensuring that users are finding what they are looking for easily.

This website may also contain content and links to third-party websites that also operate cookies. AFE does not control such third-party websites or cookies and this Policy does not apply to them. Please consult the policy of the relevant third party to find out how they collect and use your information.

SHARING YOUR INFORMATION WITH THIRD PARTIES:

AFE will not share your information with any third party, save for the following possible circumstances:

- sharing with AFE's affiliates where necessary and in connection with one or more of the uses listed above;
- where such information is shared with a third party in connection with:
 - the sale of a business;
 - to enforce AFE's Terms of Use or rules;
 - to protect AFE and/or a third-party rights holder's rights or property;
 - to comply with legal process or other cases if AFE believes in good faith that such disclosure is required by law;
- where you have given AFE consent to share your personal information with another company, such as electing to share your information with content owners or rights holders so that they can send you offers and promotions about their products or services;
- where you have directed AFE to share your information with third-party sites or platforms, including social networks and select third parties with whom AFE works whereby sharing such information is necessary for the purpose of delivering the services that you have requested (for example, Powster, MailChimp, and Survey Monkey).

As a general principle, we will not transfer your personal data to third parties without your permission, unless you have purchased a product or service from us which is provided by a third party.

There may be legitimate or legal reasons that we may have to pass your information to a third party for other reasons, such as:

- We have partners who provide services to us, who may be able to see small amounts of information. For example, our telephone provider could see what phone numbers we have dialled for billing purposes.
- If we receive a court order to disclose your information, we may be forced to do so. Where possible, we would notify you of this we would hand over any data.
- If you are delinquent on any invoices, we may choose to use a third-party debt collection agency to help us recover funds owed. This is a worst-case scenario but we do reserve the right to do this.

Please note that once your information has been shared with another company, the information received by such company becomes subject to that company's own privacy practices.

HOW YOUR INFORMATION IS STORED:

AFE uses appropriate technological and operational security measures to protect your information against any unauthorised access to or unlawful use.

HOW LONG IS YOUR INFORMATION KEPT FOR?

AFE will retain your information for as long as is necessary to provide you with the services that you have requested from us or for as long as otherwise permitted by law.

YOUR RIGHTS, CONTROLS AND CHOICES:

AFE provides you with the ability to exercise certain controls regarding its collection, use and sharing of your information. In accordance with local law, your controls and choices may include:

- You may change your choices for subscriptions, newsletters and alerts;
- You may choose whether to receive from us offers and promotions regarding AFE's content or services, or content, products or services which AFE believes may be of interest to you;
- You may choose whether AFE shares your information with other companies so that they can send you offers and promotions about their products and services;

You may exercise your controls and choices by following instructions provided in any communications sent to you or by contacting us via email on info@altitudefilm.com

In addition, you have certain rights in respect of the information which AFE holds about you, including:

- the right to ask AFE not to process your personal information for marketing purposes;
- the right to request access to the information AFE holds about you;
- the right to object to processing likely to cause or is causing damage or distress;
- the right to object to decisions being taken by automatic means; and
- the right, in certain circumstances, to have inaccuracies in your personal information rectified, or to have your information blocked, erased or destroyed.

CHANGES TO THIS PRIVACY POLICY:

AFE reserves the right to make changes to this Policy from time to time and as may be necessary to new technologies, industry practices, regulatory requirements or other purposes.

AFE will post any revised policy on this website, and in the event that any such changes are material and where required by applicable law, AFE shall obtain your consent to such changes.

HOW TO CONTACT US:

If you wish to contact AFE about this Policy, the Terms of Use or for any other reason related to the way in which your data is processed or held, please see the [Contact Us](#) section of the website.

Last updated: 21.05.2018