

Introduction

Your information is very important to us and we intend to look after it carefully and in line with privacy and data protection laws, including the EU General Data Protection Regulation. We are committed to keeping your information secure with appropriate technical and organisational measures to ensure its confidentiality, integrity and availability. Where a password is required to access certain parts of our websites, you are responsible for keeping this password confidential and not sharing it with anyone else.

This Privacy Notice explains what personal information we collect and why, how we use it and who we share it with, as well as your rights as a data subject.

It is important that you read this Privacy Notice together with any additional Privacy Notices or Fair Processing Notices which we give you, so that you are fully aware of how and why we are collecting and using your personal information. This Privacy Notice supplements these other notices (if provided) and is not intended to override them.

We may update this Privacy Notice from time to time and will post any changes on our website so it's a good idea to check <http://www.itv.com/viewerservicesprivacy> from time to time.

This Privacy Notice was last updated on 25th May 2018.

Scope of this Notice

This Privacy Notice concerns the personal information of people who contact ITV Viewer Services with queries or comments about any ITV programmes or services; the ITV Hub or the ITV Box Office; calls from potential contributors responding to a call to action to participate in a topical item or data subject requests.

Our Viewer Services team handles many of the initial contacts that people have with ITV and often pass these on to the relevant area of the organisation. Where this happens, the relevant area of ITV may issue you with a separate and specific privacy notice (where relevant).

Who are we?

Any reference to “**we**”, “**us**” and “**our**” is to ITV Viewer Services which is a trading division of ITV PLC (company no. 04967001). We are known as the “**data controller**” of your personal information and you can contact us at privacy@itv.com or by writing to the ITV Privacy Team at 2 Waterhouse Square, 140 Holborn, London, EC1N 2AE for more information about how we process your personal information, including how to exercise your rights as a data subject.

What personal information do we process about you?

The information we process may include your name, address, email address, social media identifiers, IP address, gender, date of birth, age, phone number, banking details. We may collect information about you from a number of sources, including from you directly.

The table below gives more information:

	WHAT	HOW WE COLLECT THIS INFORMATION / FROM WHERE
1	Personal information that you give us	<ul style="list-style-type: none"> from telephones calls to and/or leave answer phone messages with our call contact centre, from emails you send to us, where you complete the viewer contact forms on our websites or on event specific web based contact forms, where you contact us via social media (including Twitter and Facebook), and where you send us letters by post. The information will be dependent on the nature of your query, feedback or contribution, but where relevant and where you have decided to provide it, this could also include special category data such as medical information, political opinions, trade union membership, genetics and sexual orientation.
2	Personal information we may obtain from others	<ul style="list-style-type: none"> publicly available and accessible directories and sources; social media platforms, that may include Facebook, Instagram, Twitter, LinkedIn; subscription-only databases such as Factiva, LexisNexis and Reuters; tax authorities, including those that are based outside the UK and the EEA if we are dealing with payments to you and you are subject to tax in another jurisdiction; governmental and competent regulatory authorities to whom we have regulatory obligations; agents and production companies; fraud prevention and detection agencies and organisations;

Why do we process your personal information?

- We obtain personal information about you when you contact us with queries about ITV programmes or services. More specifically this could include (but this is not an exhaustive list):
 - ITV Hub:** diagnostic and login issues, scheduling queries, complaints and feedback.
 - ITV Box Office:** sales queries, registration enquiries, financial information to enable payments and refunds be made, viewing issues, complaints and feedback.
 - Viewer Services:** scheduling queries, programme enquiries, audience and participation queries, engineering and technical questions, access service enquiries, complaints and feedback.
 - ITV Studios:** presenter feedback, general programme enquiries, audience and participation queries, praise, comments and complaints. We also handle calls from potential contributors to topical storylines in response to a call to

action. Those calls may collect sensitive personal information known as special category data and will be recorded to evidence your consent to this, as explained further in the “*What special category data do we process and why?*” section of this Privacy Notice.

- **ITV Interactive:** voting enquiries, competition questions, Apps feedback and enquiries, comments, praise and complaints.

- We need to process personal information in order to engage with you and resolve and respond to your query. Your query will be entered onto our viewer service query management system (the “**VMS**”) and remain there until the query has been closed. We will usually delete personal information from the VMS within 12 months of the original query being made.

- Where you contact us about a programme which is not made by ITV we may need to pass your contact information onto the independent production company who made the programme, in order to resolve your query. The independent production company would also be a ‘controller’ of your personal information and they should provide you with their own privacy notice.

We have set out below some more specific information about why we process your personal information.

(1) To comply with applicable laws

We process your personal information where it is necessary to do so to comply with applicable laws which apply to us as an organisation, including to:

- (a) verify your identity
- (b) carry out verification and anti-money laundering checks, prevent and detect fraud and carry out other legally mandated checks
- (c) if we are legally obliged to disclose your personal information.

(2) Our legitimate interests

We consider that we have a legitimate interest in providing support services for ITV Programmes and other ITV services, both on and off screen. ITV Viewer Services provides a one-stop reference point for your queries and in order to respond to and resolve these queries it is necessary to process your personal information.

We consider that it is in our legitimate interests (or those of a third party) to process your personal information, namely:

- (a) to log your queries on the VMS, manage the gathering of information and resolution of such queries, and to provide feedback to you where the query requires it, all in order to enable us to provide consistent and reliable customer service;
- (b) to produce (anonymised) statistics for our management to inform business development decisions and to ensure customer service levels are maintained;
- (c) to receive complaints and feedback about ITV programmes and services and to feed these back to the ITV programme or service that they relate to;
- (d) to provide technical support to enable users to access ITV services such as the ITV Hub and the ITV Box Office;
- (e) to enable us to receive payments from you via ITV Box Office and (via our payment agents) to authorise refunds to you where they are due;

- (f) if applicable, to provide to independent production companies who require it to enable them to respond to queries about programmes they have made for ITV;
- (g) to share with our professional advisors and/or within the ITV plc group of companies in order to resolve complaints and comply with any governance or audit requirements and as part of contemplated and active legal proceedings;
- (h) to verify your age, identity and other information but only where this is necessary to resolve your query;
- (i) in the event that we sell or buy any business or assets, in which case if your query is active when such assets were transferred to a third party, we may disclose your information to the prospective seller or buyer of such business or assets, along with its professional advisers. If ITV PLC or substantially all of its assets are acquired by a third party, personal information held by ITV PLC about its applicants, entrants or nominee(s) may be one of the transferred assets. In such circumstances the acquirer of the information will become the new data controller;
- (j) to comply with applicable regulatory obligations;
- (k) to pass on to a competent regulator, prosecutor or competent authority or law enforcement authorities including without limitation the UK Information Commissioner and/or the Office for Communications (Ofcom) should it be requested from us;
- (l) to comply with our accounting and tax reporting requirements;
- (m) to comply with our audit requirements;
- (n) to protect our business against fraud, breach of confidence, theft of proprietary materials, and other financial or business crimes (to the extent that this is not required of us by law);
- (o) to monitor communications to/from us using our systems;
- (p) to protect the security and integrity of our IT systems.

We only process data on this legal basis where we have considered that, on balance, our legitimate interests are not overridden by your interests, fundamental rights or freedoms.

Monitoring as described at (o) above

We monitor communications where the law requires us to do so. We will also monitor where we are required to do so to comply with our regulatory rules and practices and, where we are permitted to do so, to protect our business and the security of our systems. This includes monitoring for quality and training purposes as well as investigation of queries.

Some of the specific privacy notices that other areas of ITV might issue you are:

- [ITV Studios Ltd Privacy Notice for Programme Applicants, Participants, Contributors, and Audience](#) - if you are an (or are a potential) applicant, contributor, participant or audience member for an ITV programme;
- [Privacy Notice for ITV Services](#) - including the provision of social media and interactive applications, audio visual content, text, photographs, forums, advertising and other services that we offer at www.itv.com ;
- [Privacy Notice for ITV Hub](#) - covers all versions of the ITV Hub and ITV Hub+ (collectively, the “Hub”) that are controlled by ITV. This includes the version at itv.com/hub and the apps we make available for mobile devices, games consoles, smart TVs, Freeview Play, YouView, Freesat and other devices;
- [ITV Competitions, Prize Draw, Votes & Polls Privacy Notice](#) - applies when you enter an ITV competition or prize draw, or participate in an ITV vote or poll (“Interactive Services”);

- [Programme App Privacy Notice](#) - covers all versions of apps controlled by us and made available for mobile devices via iTunes or the Google Play Store;
- [ITV Box Office Privacy Notice](#) - covers all versions of the ITV Box Office including the version at itvboxoffice.com and any apps we make available for mobile devices, games consoles, smart TVs and other devices.

If you are uncertain about which notice applies to you, please email us at viewerservices@itv.com.

What special category data do we process and why?

We have set out below specific information about the special categories of data we may process in relation to your contribution to topical storylines in response to a call to action that might be included in ITV programmes (the "**Programme**").

We will generally only use such data for the purposes below **provided you have given us your explicit consent to do so** and this will be recorded during your phone call with Viewer Services.

To assess your suitability to participate in the Programme and/or as part of the editorial content of the Programme, we may process personal data relating to your:

- physical and mental health;
- sex life;
- race and/or ethnicity (including as part of our commitment to on-screen diversity);
- data relating to (and including) the results of any DNA testing.

There may be circumstances where we have to use your special category data (or make such data available to third parties) without your consent, for example:

(1) where you clearly and deliberately make your sensitive personal data public, for example, by agreeing that it may be included in the Programme and not withdrawing such agreement before the Programme is broadcast, or by disclosing such data on camera during a live broadcast or on a social networking platform;

(2) in the event of a medical emergency, where you are physically or legally incapable of giving consent, in order to protect your 'vital interests' (that is, your health or your life); and/or

(3) in relation to a legal claim and/or court order;

This personal data will be used by the ITV Viewer Services customer support team and relevant production team for the purposes of making the Programme, as well as other parts of the ITV business (including the Business Affairs team, Compliance and Group Legal Affairs) in order to gather necessary information and to prepare documentation or provide legal advice if such advice is required. It may also be shared with medical professionals working with us, such as our on-site medical team, our independent doctor and our independent psychiatrist.

In the case of our independent doctor and psychiatrist, they will also be a separate "data controller" of your personal data and will be required to maintain their own records and provide you with separate privacy notices. Where that is the case, we may refer you to those health professionals to exercise your rights over your data.

What do we do with young person's personal information?

We are committed to protecting the privacy of young persons aged under 18 years old. If you are aged 17 or under, please get your parent/guardian's permission beforehand whenever you provide us with any personal information. We will take reasonable steps to verify this by contacting your parent or guardian to confirm their consent.

Who else do we share your personal information with?

Your personal information will be used and processed by the ITV Viewer Services customer support team and the relevant production team for the purposes of receiving your queries and working to resolve them. This may also include sharing your personal data internally with other parts of the ITV business (including the Business Affairs team, Compliance and Group Legal Affairs) or with expert contributors to the programme, in order to gather necessary information and to prepare documentation or obtain legal advice, and the ITV Health and Safety and Insurance teams (and their respective advisors) if their advice is required.

Where you contact us about a programme which is not made by ITV we may need to pass your contact information onto the independent production company who made the programme, in order to resolve your query.

Through the ITV Box Office we may pass your personal information to our third party service providers such as subcontractors, ticket providers and other associated organisations for the purposes of facilitating your ticket purchases. However, when we use third party service providers, we disclose only those elements of your personal information that are necessary to deliver the required service.

Please be reassured that we will not otherwise share your information further, unless:

- we are required to do so by law, for example by a court order or for the purposes of prevention of fraud or other crime;
- we are asked to by competent regulatory, prosecuting and other governmental agencies, or litigation counterparties, in any country or territory; or
- for the purposes of prevention of fraud or other crime.

Sending your personal information internationally

Your personal information will be processed within the European Economic Area unless you are advised otherwise in a separate privacy notice. Where this happens, we will ensure that adequate security and safeguards are in place to appropriately protect your information.

How long do you keep my information?

We do not retain your information for longer than necessary for the purpose it was collected.

- We keep your personal information for as long as it is required by us for our legitimate business purposes, or where longer, such longer period as is required by law or regulatory obligations which apply to us.
- We keep the majority of your information processed in connection with VMS-related queries for twelve months from the date we receive your query. We will usually delete your personal information at the end of that period. An exception to this is premium rated services (such as voting and competitions) where personal

information is kept for 7 years to comply with legal and regulatory requirements.

- Where you have made your data public by agreeing that it may be included in a Programme that is broadcast, will keep your information for the period that we have rights in the Programme.

Consent – and your right to withdraw it

We do not generally rely on obtaining your consent to process your personal data. If we do, you have the right to withdraw this consent at any time.

If you wish to do so, please contact Viewer Services by email (viewerservices@itv.com), phone (0344 88 14150) or write to Viewer Services, Gas Street, Birmingham, B1 2JT.

Use of Cookies

Like many other websites, the ITV Studios website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we use cookies to store your country preference, this helps us to improve our website and deliver a better more personalised service. See our Cookie Policy for more information (<https://www.itv.com/cookies/>)

It is possible to switch off cookies by setting your browser preferences, however turning cookies off may result in a loss of functionality when using our website.

What are my data subject rights and how can I use them?

In law you are the 'Data Subject' and you have several rights that you can exercise over your personal data such as the right to access, correct and request to delete your personal information. From 25th May 2018 you have some additional rights e.g. data portability, restrict the processing or object to it which we outline below.

You also have the right to lodge a complaint with a supervisory authority (e.g. the Information Commissioner's Office in the UK), about our processing of your personal information.

Please contact Viewers Services by email (viewerservices@itv.com), phone (0344 88 14150) or write to Viewers Services, Gas Street, Birmingham, B1 2JT if you want to exercise any of your rights above or want your rights further explained.

Access to my personal data

You can request access to the personal information we hold on you and we will also tell you:

- why we are processing it;
- who are we sharing it with and if any information is transferred to a country not deemed to have adequate protections in place for personal data;
- how long will we be keeping your personal data;
- the source of the information, if it was not collected directly from you;
- if we are using your data for automated decision-making or profiling.

If you are making a request for a copy of your personal data that we are processing, please be as specific as possible as this will both help us to identify the information more quickly and provide you with a copy without any undue delay.

Rectifying inaccuracies

If you feel the information we hold on you is inaccurate or incomplete, you can ask us to correct or update it.

Right to be forgotten

You can also request that we erase your personal information in certain circumstances, although that might not always be possible if doing so means we cannot perform our contract with you, or we have a legal obligation or legitimate interest to keep the personal data. We will explain the consequences of erasing your personal data.

Restrict the processing

If you feel we are processing your personal information unlawfully or with inaccurate data, you can ask us to restrict any further processing. Where personal information is subjected to restriction in this way we will only process it with your consent or for the establishment, exercise or defence of legal claims unless we have your consent. Please note that even if the processing is restricted, we will continue to store the data.

Object to the processing

If you disagree with any legitimate interest or public interest we have relied upon to process your personal data, you can object to the processing. We will then stop processing the data unless we can demonstrate a compelling legitimate ground that overrides your rights (e.g. exercising or defend a legal claim).

Data Portability

You can request to receive personal data that you have provided to us in a commonly used format and request that we transmit it to another data controller where feasible, or to you directly.

Make a complaint to us

We are committed to safeguarding your data and upholding your rights, but if you feel we have not done that, please contact Viewer Services by email at viewerservices@itv.com, phone (0344 88 14150) or write to Viewer Services, Gas Street, Birmingham, B1 2JT.

Please contact Viewer Services by email (viewerservices@itv.com), phone (0344 88 14150) or write to Viewer Services, Gas Street, Birmingham, B1 2JT if you want to exercise any of your rights above or want your rights further explained.