

## Producer Communications Privacy Notice

Your trust is very important to us. This means the BBC is committed to protecting the privacy and security of your personal data. It is important that you read this notice so that you are aware of how and why we are using such personal data. This privacy notice describes how we collect and use personal data about you during and after your relationship with us, in accordance with data protection law.

### Why are we doing this and how can you participate?

As a chartered body we are not only required to support the creative economy across the UK but are also required to work collaboratively and seek to enter into partnerships with other organisations, particularly in the creative economy. One way in which we do this is by updating our business contacts on industry news, the BBC's activities and on new opportunities for collaborations via email communications or via our newsletter for Producers.

We sometimes also email our business contacts (also known as corporate subscribers) to let them know if we are doing something differently, such as changing the way we report on the diversity of the programmes we commission.

We add you to our business contacts list if we think your organisation would benefit from receiving our communications and/or newsletter, if you and/or your organisation have asked us to keep you updated or if a commissioner (also known as a commissioning editor) has asked us to include your organisation.

We use a third party email marketing system to monitor the emails we send, such as record when an email from us is opened, how many links are clicked within the message and/or approximately where across the UK our emails are being opened in order to monitor the effectiveness of our communications and improve our outreach. The data from this tracking is generally used in an aggregated and anonymised form (e.g. how many times the newsletter was opened within a month), however, there may be rare occasions where we check to see whether individual business contacts received our communications. You can change your permissions at any time in your email settings by opting out of/disabling

### Who is the Data Controller?

The BBC is the “data controller” of your personal data. This means that the BBC decides what your personal data is used for, and the ways in which it is processed. For the avoidance of doubt, your personal data will be collected and processed solely for the purposes set out in this privacy notice. As the data controller, the BBC has the responsibility to comply, and to demonstrate compliance with, data protection law.

### Lawful basis for processing your personal data

The lawful basis on which the BBC processes the personal data is the performance of its public task. The BBC’s role is to support the creative economy across the UK but and to work collaboratively and seek to enter into partnerships with other organisations, particularly in the creative economy.

### Sharing your personal data

The BBC works with our approved third-party providers who help us to provide some of our services.

### Updating this privacy notice

We will revise the privacy notice if there are significant changes to how we use your personal data.