



## Data Protection & Privacy Policy

### Introduction

Regenology cares about your privacy. We collect and use personal data only as it might be needed for us to deliver to you our services and websites (collectively, our Services). Our websites include Regenology.co.uk and timelapseManchester.co.uk. This Privacy Policy is intended to describe how and what personal data we collect, and how and why we use this. It also explains the options we provide for you to access, update or otherwise take control of your personal data that we process.

### What information do we collect?

We collect information so that we can provide the best possible experience when you utilise our Services. Your personal data includes information such as:

- Name
- Address
- Telephone number
- Email address
- Other data collected that could directly or indirectly identify you.

Much of what you likely consider personal data is collected directly from you when you:

- Purchase any of our products or Services (e.g. billing information, including name, address, payment details)
- Contact us for support while using our Services (e.g. telephone number, email address, case history)
- Request information from us (e.g. email).
- Subscribe online to our newsletter (e.g. email)
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email.
- Use or view our website via your browser's cookies.

In rare cases your photographic image may be captured as a by-product of time-lapse filming.

### Cookies

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology. For further information, visit [allaboutcookies.org](http://allaboutcookies.org).

Our websites use cookies. These are used for the correct functioning of the sites and also for analytics (e.g. understanding how our website is used). We collect anonymous data about how visitors use our sites and how they perform. We use this to improve our products, services and user experience. It is not possible to opt-out of this, but no personal data is stored.

There are a number of different types of cookies, however, our website uses cookies for:

- **Functionality** – we use these cookies so that we recognise you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** – we use these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. Regenology Ltd sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

### **How we use your information**

We strongly believe in both minimising the data we collect and limiting its use and purpose to only that:

- for which we have been given permission,
- as necessary to deliver the Services you purchase or interact with and to manage your account, or
- as we might be required or permitted for legal compliance or other lawful purposes.

We may also at times email you with special offers or information on other products and services we think you might like.

When we process your order, we may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases.

### **Information related to use of Drones**

Regenology Ltd does not provide CCTV or surveillance services. Drones are only used as detailed in our Drone Use Policy.

As a default, we do not start filming or taking photographs until the drone is at a high altitude such that no individuals are identifiable at the time. No zoomed in footage will be collected. However, there is a small potential for images of individuals on the ground to be collected from a high altitude without the drone operator being aware, and as such a small potential for the footage to contain this personal data. During the editing process, zooming in on the final recorded footage is possible, but doing this is unlikely to identify individuals as the picture will become blurred at the high level of zooming that would be required. In the highly unlikely scenario where individuals are in shot and potentially could be identifiable by zooming in on the final film, these individuals will be blurred out during the editing process so that this is not the case. The final film will therefore contain no personal data. Only this final film is provided to clients or uploaded to our website, social media or Vimeo.

For projects where we are specifically employed to collect drone footage containing individuals (e.g. at festivals or corporate events), specific consent is obtained prior to filming or photography.

For projects where Regenology collects film and/or photographs and transfers all drone footage to the client, the client becomes the data controller. If we also store the drone footage, we are joint data controllers.

All drone footage is stored in a secure manner, accessible only to Regenology staff and is not shared with third parties, except for the clients who have employed us for that project.

### **Information relating to Time-lapse**

Regenology Ltd does not provide CCTV or surveillance services. In its default configuration our cameras do not capture and store images in such a way as to allow the exposure of sensitive personal information. However, cameras are taking pictures of sites throughout projects, and in rare cases your photographic image may be captured as a by-product of time-lapse filming. It is the responsibility of our clients to ensure their sites have an appropriate staff privacy policy and permissions that allow for the collection of images and film.

### **Information relating to filming**

Filming is very project specific and we only film as required to meet our clients' needs. Where filming is taking place in a public space, signage is used to inform the public and direct them to this privacy policy. Where direct filming of individuals is conducted, specific consent is obtained from these individuals prior to filming or photography. Consent forms are stored in a secure manner.

For projects where Regenology collects film and/or photographs and transfers all film footage to the client, the client becomes the data controller. If we also store the film footage, we are joint data controllers.

All footage is stored in a secure manner, accessible only to Regenology staff and is not shared with third parties, except for the clients who have employed us for that project.

### **Sharing with trusted third parties.**

We DO NOT share your personal data with anyone.

Image data (digital photography, drone footage, films and time-lapse films) provided by our services, may be used by our clients in ways outside of our control, including on their own websites and/or social media channels. We may also upload image data to our website and/or social media platforms, and may also use them in our publications, advertising or promotional material.

### **Third-party websites.**

Our website may contain links to third-party websites. We are not responsible for the privacy practices or the content of third-party sites. Please read the privacy policy of any website you visit.

### **How we secure, store and retain your data**

We follow generally accepted standards to store and protect the personal data we collect, both during transmission and once received and stored, including utilisation of encryption where appropriate.

We retain personal data only for as long as necessary to provide the Services you have requested and thereafter for a variety of legitimate legal or business purposes. These might include retention periods.

If you have any questions about the security or retention of your personal data, you can contact us at [hello@regenology.co.uk](mailto:hello@regenology.co.uk).

### **How you can access, update or delete your data**

You have a right to see a copy of the data we hold on you, and you also have the right to request that we transmit all or any data we hold regarding you to a third party in a commonly used electronic format. You may enquire about any personal data held by us by emailing us at [hello@regenology.co.uk](mailto:hello@regenology.co.uk). We may require some proof of identification before revealing personal data.

If any data we hold regarding you is incorrect, you may request a correction to your data at any time. You may also request that we cease processing your data at any time or object to our continued use of your data. This does not affect any processing that has been carried out prior to your request being received.

You also have the right to request that we delete any or all personal data at any time. You may make a request to delete any or all of your personal data by emailing us at [hello@regenology.co.uk](mailto:hello@regenology.co.uk). We will honour the request to the extent it is no longer necessary for any Services purchased or required for our legitimate business purposes or legal, regulatory or contractual obligations, and we will always inform you at the time were this the case.

All requests for information may be made free of charge.

### **Marketing communications**

You can always opt-out of our use of your information for marketing purposes. You may opt out of receiving promotional communications from us by contacting us at [hello@regenology.co.uk](mailto:hello@regenology.co.uk).

After you opt out from receiving promotional messages from us, you may continue to receive operational messages from us regarding our Services.

### **Use of our services by children**

Our services are not intended to be used by, nor will we ever knowingly collect personal information from children under the age of 16. If we are made aware that a child under 16 has provided us with personal information, we will delete such information. If you become aware that a child has provided us with personal information, please contact us at [hello@regenology.co.uk](mailto:hello@regenology.co.uk).

### Changes to this Privacy Policy

Regenology Ltd keeps its privacy policy under regular review. We may revise this Privacy Policy from time to time. The current version of the policy will govern our processing of your personal information and will always be available on our website.

### What to do if you have questions or concerns

If at any time you have questions, concerns or complaints about our Privacy Policy, our practices, our Services, or any of your rights, please email us at [hello@regenology.co.uk](mailto:hello@regenology.co.uk). This inbox is actively monitored and we will endeavour to respond to all requests, inquiries or concerns within 30 days.

### Our company details

Our websites are owned and operated by Regenology Ltd.

We are registered in England and Wales. Our registered address is: Unit 41 Brockley Cross Business Centre, Endwell Road, Brockley, London, SE4 2PD. Limited Company Number: 5731170.

You can contact us by emailing [hello@regenology.co.uk](mailto:hello@regenology.co.uk).

### Data Protection Authority


For the purposes of the General Data Protection Regulation (GDPR), we are responsible as a 'data controller' for the personal information we collect and use. Regenology Ltd is the data controller for [www.regenology.co.uk](http://www.regenology.co.uk), [timelapseManchester.co.uk](http://timelapseManchester.co.uk) and the Regenology services and is registered on the Information Commissioner's Office's Register of Data Controllers under number ZB402726. You may direct questions or complaints in respect of how we handle your Personal Data to the Information Commissioner's Office.

[www.ico.org.uk](http://www.ico.org.uk)

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Phone: 0303 123 1113

### Signature of person responsible for this policy

Name:	Richard Overton
Position:	Managing Director
Signature:	
Date:	12 Dec 2023