

# AUDIO VISUAL MEDIA LTD

## DATA PROTECTION & GDPR POLICY (LEGAL GRADE)

Company Number: 11923110

Registered Address: 64 Windermere Road, High Lane, Stockport, Cheshire, SK6 8AJ

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### 1. Purpose

This policy outlines how Audio Visual Media Ltd collects, processes, stores, and protects personal data in accordance with the UK GDPR and Data Protection Act 2018.

### 2. Scope

This policy applies to all employees, freelancers, contractors, clients, and third parties handling or accessing Company data.

### 3. Lawful Basis for Processing

Data is processed under lawful bases including contract performance, legal obligation, and legitimate interest.

### 4. Data Collected

The Company may collect names, contact details, business information, project data, financial records, and technical data necessary for service delivery.

### 5. Data Use

Data is used for service provision, communication, legal compliance, business operations, and improvement of services.

### 6. Data Retention

Personal data is retained only as long as necessary. Financial records are typically retained for 6 years in accordance with legal requirements.

### 7. Data Security

The Company implements appropriate technical and organisational measures including secure storage, access control, and encryption where applicable.

### 8. Third-Party Processing

Data may be processed by trusted third-party providers. All processors must comply with GDPR requirements and maintain appropriate safeguards.

### 9. Data Subject Rights

Individuals have the right to access, rectify, erase, restrict, and object to processing of their personal data, as well as data portability rights.

## **10. Confidentiality & NDA**

All employees, freelancers, and contractors are bound by strict confidentiality obligations. Any data accessed through Company operations must not be disclosed, shared, or used outside of authorised purposes. Breach of confidentiality may result in termination and legal action.

## **11. Non-Disclosure Obligations**

No individual may disclose client, project, or internal Company information without prior written consent. This applies during and after engagement with the Company.

## **12. Defamation & Conduct**

No individual associated with the Company may publish or communicate any false, misleading, or damaging statements about the Company, its clients, or its operations. Such actions may result in legal action including claims for defamation.

## **13. Data Breach Procedures**

In the event of a data breach, the Company will assess, contain, and report the breach in accordance with GDPR requirements, including notification to the ICO where necessary.

## **14. International Data Transfers**

Where data is transferred internationally, appropriate safeguards will be implemented to ensure compliance with GDPR standards.

## **15. Liability**

The Company shall not be liable for breaches caused by third-party misuse or unauthorised actions outside of its control.

## **16. Enforcement**

The Company reserves the right to take disciplinary and legal action against any individual or organisation that breaches this policy.

## **17. Governing Law**

This policy is governed by the laws of England and Wales.