

Privacy Policy

Last Updated: 1st April 2025

Company Name: Sharp Focus Video Limited

Company Number: 16486791

Email: info@sharpfocusvideo.co.uk

Website: <https://www.sharpfocusvideo.co.uk>

1. Introduction

Sharp Focus Video Limited ("we", "us", "our") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, engage our video production services, or otherwise interact with us. We comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and all relevant UK data protection laws.

2. Information We Collect

a. Information you provide directly

- Name, company name, and contact details (email, phone number, address)
- Payment and billing information
- Project briefs, scripts, or other materials you supply
- Consent forms or appearance releases (for on-camera participants)

b. Information collected automatically

- IP address, browser type, and usage data (via analytics tools such as Google Analytics)
- Cookies and similar tracking technologies (see Section 9)

c. Information from third parties

We may receive information from trusted partners, such as marketing platforms or social media networks, when you engage with our content.

3. How We Use Your Information

We use your personal data for the following purposes:

- To provide and manage our video production services
- To communicate with you about your projects, invoices, or enquiries
- To improve our website, marketing, and customer experience
- To comply with legal or contractual obligations
- To promote our services, with your consent (e.g., showcasing work on our portfolio or social media)

4. Lawful Bases for Processing

We process your personal data under one or more of the following lawful bases:

- Contractual necessity
- Legitimate interests
- Legal obligation
- Consent

You may withdraw your consent at any time by contacting us.

5. Sharing Your Information

We only share personal data with:

- Service providers and subcontractors assisting in project delivery
- Payment processors and accounting systems
- Cloud storage and IT service providers
- Legal or regulatory authorities, where required by law

6. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this policy, or as required by law (e.g., tax or accounting records are typically kept for 6 years).

7. Your Data Protection Rights

Under the UK GDPR, you have the right to:

- Access your personal data
- Request correction or deletion
- Object to or restrict processing
- Request data portability
- Withdraw consent
- Lodge a complaint with the Information Commissioner's Office (ICO):
www.ico.org.uk

8. Data Security

We use appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, or misuse. However, no system is completely secure, and we cannot guarantee absolute data security.

9. Cookies and Analytics

Our website uses cookies to improve user experience and analyse website traffic. You can control or delete cookies through your browser settings. See our Cookie Policy below for more details.

10. International Data Transfers

Where data is transferred outside the UK, we ensure that appropriate safeguards (such as Standard Contractual Clauses) are in place to protect your information.

11. Updates to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with a revised "Last Updated" date.

12. Contact Us

If you have any questions about this Privacy Policy or our data practices, please contact:

Sharp Focus Video Limited

Email: info@sharpfocusvideo.co.uk

Address: 37 Ruby lane, Upton, Pontefract, WF9 1FA

COOKIE POLICY

1. What Are Cookies?

Cookies are small text files that are placed on your device when you visit a website. They help the site recognise your device and remember information about your visit.

2. How We Use Cookies

We use cookies to:

- Improve the functionality and performance of our website
- Analyse how visitors use our site (via Google Analytics or similar tools)
- Store user preferences (e.g., cookie consent)
- Support marketing campaigns and measure effectiveness

3. Types of Cookies We Use

- Necessary Cookies: Essential for the website to function properly.
- Analytical/Performance Cookies: Help us understand how users interact with our site.
- Functional Cookies: Enable personalised features and settings.
- Targeting/Advertising Cookies: Used to deliver relevant adverts.

4. Managing Cookies

You can manage or disable cookies through your browser settings. However, some parts of the website may not function properly if you do so.

5. Changes to This Cookie Policy

We may update this Cookie Policy from time to time. Updates will be posted on this page with a new "Last Updated" date.