DN Video – GDPR, Privacy & Retention Policy

At DN Video, we respect your privacy and are committed to protecting your personal data. Whether you're a client, collaborator, or featured in our productions, we handle all footage and data with care, transparency, and full compliance with UK GDPR and the Data Protection Act 2018.

This policy explains how we collect, store, and use video content and personal data across five key areas: Raw / Capture Footage, Edited Versions & Final Deliverables, Marketing & Advertising Use, Data Protection & Access, Your Rights & How to Contact Us

1. Raw / Capture Footage

What it is:
Unedited video files recorded during production, which may include identifiable individuals or sensitive content.

Why we collect it:
To produce your final video, perform edits, and ensure quality control.

Legal basis:
We process raw footage under *contractual necessity* and/or *explicit consent* when individuals are identifiable.

How we store it:

- Securely stored on encrypted drives or GDPR-compliant cloud platforms
- Access limited to DN Video team members directly involved in your project

How long we keep it:

- Up to **90 days** after final delivery
- You can request early deletion or extended retention in writing

2. Edited Versions / Final Deliverables

What it is:
Master copies of your final video, including versions shared with you or published online.

Why we keep it:
To fulfill our contract, archive work for future reference, and support client re-use.

Legal basis:
Stored under *contractual necessity*. Any promotional use requires *explicit consent*.

How we store it:

- Secure backups with version control
- Watermarking applied where appropriate

How long we keep it:

- Up to **5 years** for archival and re-use
- You may request deletion or anonymization at any time

3. Marketing & Advertising Use

What it is:
Use of selected clips, stills, or testimonials in DN Video's promotional materials—website, social media, showreels, and printed collateral.

Legal basis:
We only use content for marketing with your *explicit, informed consent*.

Consent process:

- Opt-in via signed release form or written confirmation
- You can withdraw consent at any time

Scope of use:

- Only final deliverables or anonymized visuals
- No personal data used without permission

Retention:

- Retained indefinitely unless consent is withdrawn
- Reviewed regularly to ensure relevance and compliance

4. Data Protection & Access

- We **never** share footage or personal data with third parties unless legally required or explicitly authorized
- All team members are trained in GDPR compliance and secure data handling
- We maintain a Data Protection Register and conduct regular audits

5. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction or deletion
- Withdraw consent for marketing use
- Restrict or object to processing
- Lodge a complaint with the ICO

We aim to respond to all data requests within **30 days**.

Contact Us

To exercise your rights or raise a concern, please contact:

Office@dnvideo.co.uk