

FILM HUB NORTH PRIVACY POLICY

Updated Monday 1 December 2025

INTRODUCTION

Film Hub North is committed to protecting your personal information and being transparent about the information we hold about you.

The purpose of this policy is to give you a clear explanation about how Film Hub North collects and processes your information.

If you have any queries about this policy, please contact Film Hub North's Communications Lead Lydia Osborne at lydia@filmhubnorth.org.uk

WHO WE ARE:

Film Hub North is a project led and managed by Greater Manchester Arts Centre (trading as HOME) and Sheffield Media Exhibition Centre Ltd (trading as Showroom Workstation), and is supported by BFI awarding funds from National Lottery.

Film Hub North is comprised of three projects:

- Film Hub North Film Audience Network (FAN)
- BFI NETWORK
- BFI Film Academy +

Across these three projects, we nurture, train, fund, advocate for, and engage filmmakers, young people and exhibitors in the North region of the UK.

Our region covers Cheshire, County Durham, Cumbria, Greater Manchester, Lancashire, Merseyside, Northumberland, North and East Lincolnshire, Tyne & Wear, and Yorkshire.

Film Hub North Film Audience Network (FAN)

Film Hub North Film Audience Network is composed of over 250 local film exhibitors across the North region, including leading cultural and cross-art venues in city centres, pop-up cinemas in rural village halls, regional and international film festivals, film archives and organisations of every shape and size in between.

Film Hub North offers funding and sector development support. It is part of the UK-wide Film Audience Network and is supported by BFI, awarding funds from the National Lottery, and is delivered by Film Hub Lead Offices Home and Showroom.

BFI Network

BFI NETWORK nurtures and supports North based writers, directors and producers through a range of labs, networking events, training programmes and workshops, online and in person.

BFI NETWORK also offers access to funding towards short film production, and the early development stages of feature films. It is part of the national BFI NETWORK initiative awarding funds from National Lottery.

BFI Film Academy Plus

BFI Film Academy Plus offers opportunities for North based 16-25 year olds interested in learning about the screen industry.

Opportunities include our Young Programmers Cohort, the Northern Exposure screenings, the Micro Short Film Fund and the DIY Filmmaking Challenge, as well as other initiatives including online labs and networking opportunities for those wanting to break into film or find out more about what is on offer. It is supported by the BFI Film Academy Programme with support from National Lottery.

HOW AND WHY WE COLLECT INFORMATION

We collect information in order to communicate information, provide support, award funding, and monitor film exhibition and production in the North, in line with our remit.

The information we collect is primarily collected from awardees, members, participants or partners and given voluntarily.

Cookies and Google Analytics data are collected automatically. Film Hub North Projects websites are currently subject to the cookie policy of Showroom (the infrastructure provider). Please refer to Showroom's [cookie policy](#) for details.

The personal data we collect from you varies depending on the engagement you have with us. We ensure we only ask for the information we need, and do not keep it longer than required. Whilst we have it, we ensure it is accurate, useful, and safe.

We collect information for the following reasons:

- To provide services such as our email newsletters, online forums and website
- To manage, support and contact our networks of film exhibitors and filmmakers
- To administer and assess applications to our funding schemes and training opportunities
- To measure the impact of our funding grants and to fulfill reporting requirements, both with organisations we fund and with organisations that fund the Hub
- To prevent, detect and investigate illegal activity such as fraud
- To administer and deliver events and opportunities for film exhibitors and filmmakers
- To respond to enquiries or complaints

Some of the information we collect through our equality monitoring activity is *special category data* - this is data covering personal information such as racial or ethnic origin and sexual orientation. We collect this data in order to meet reporting requirements agreed with our funders at the British Film Institute. You can choose to provide some or none of the equality monitoring information and, where possible, we take steps to ensure this information is collected anonymously.

Our lawful basis for collecting information depends on the type of information collected and how we use it. We have identified four lawful bases that apply to the Hub's activities:

Contractual: we collect information in order to provide services relating to film exhibitor and filmmaker development, and to produce contracts relating to our funding activity.

Consent: we receive consent to collect information from partners and clients - for example in order to manage our newsletters. You are able to remove your consent at any time.

Legal obligation: in some circumstances we will be required to collect or disclose information to fulfil legal obligations to our partners - for example, our funders at the British Film Institute.

Legitimate interest: we collect some information on the basis of legitimate business interests and with the belief that these interests are balanced and do not negatively affect individuals' privacy.

The length of time we hold data for varies, and is outlined under the heading 'How Long Do We Hold Your Data For' of this Privacy Policy.

WHAT INFORMATION WE COLLECT

Film Hub North collects various types of information across its platforms and through its activities. We may collect the following information about you:

- Name, physical address, email address, phone number, job title/organisation/occupation, date of birth, equality monitoring information, access and dietary requirements, communication preferences
- Business information, including financial information, details of the services your organisation provides and your experience and capacity in delivering film activity
- Cookies and Google Analytics data

If you correspond with us generally, for example, to raise a query or comment about any of our services – written or verbally – we will also collect any other information you choose to send to us in that correspondence.

When you submit an application for a vacancy

If you apply for a job with us, your information is processed and handled by HOME's Human Resources team. The information we ask for is necessary for the recruitment process and retained for up to six months afterwards.

When you make a complaint

If you raise a complaint relating to any Film Hub North Projects, you may be referred to the [Film Hub North Feedback and Complaint Policy Document](#)

Should you raise a complaint about Film Hub South North Projects with a central BFI team or office, your complaint will be raised with the relevant team members. The information shared may be anonymised based on the nature of the complaint, however this operates on a case-by-case basis.

When you register for an event, meet up, or one-to-one, and when you apply for a lab or workshop

When you register for an online or in-person session offered by any FilmHub North Project we usually ask for the following:

- Full Name
- Email Address
- Region / Postcode
- Organisation (if applicable)
- Job Title
- Biography / Talent statement / CV / Work sample (for training and workshops)
- Phone Number (when asked for and applicable)
- Access requirements

We collect this information in order to deliver the event and assess your eligibility when required. We hold this information for the duration of the necessary delivery period.

We collect information about your accessibility requirements in order to provide inclusive experiences for all attendees and remove barriers to access.

We are happy to provide support, which we will outline at the point of registration for any and all events and programmes we offer.

We ask you to share this information in order for us to make necessary accommodations. To capture this information, we will ask you to do this online at the necessary point of registration.

Depending on each individual event, we will ask for additional information that is relevant to inform your attendance (e.g. dietary requirements, reason for attending,...).

This information will be used so that we can communicate key information with you about the event (before and after)

We will share a privacy notice at the point of sign up. If you wish to opt-out, you can unsubscribe to all our marketing emails or email our Communications Lead Lydia Osborne at lydia@filmhubnorth.org.uk to have your information removed from the system.

When you register for a newsletter

We use an external platform, MailOctopus, to collect and process data for our newsletters, as detailed in the 'Platforms We Use To Collect Your Data' section of this Privacy Policy.

Film Hub North Projects only send newsletters when you consent by registering or opting-in.

When you join Film Hub North as a FAN member organisation

Once you have completed the membership application process, we will keep the information provided about your organisation for the duration of your membership.

It is the responsibility of the member organisation to update Film North Project teams on any changes in information.

Upon joining Film Hub North you will be notified that we may use data about your organisation supplied in your application to update the BFI with updates on the size and make-up of our membership.

When we award BFI / National Lottery funding

We require information in order to distribute BFI Funding, awarding funds from National Lottery.

When awarding funds, Sheffield Media Exhibition Centre Ltd holds responsibility for the processing of financial information. We only hold organisational financial information, rather than individual.

We retain information relating to any awards made in line with reporting requirements of BFI awarding funds from National Lottery. As the funding we award is public funding, we are required to report key data about the projects we fund to the BFI.

As a registered Charity, Sheffield Media Exhibition Centre Ltd is expected by law to hold accounting records, as organisational information, for up to 6 years as we are regularly audited

As outlined in our offer letters and contracts, reporting requirements and data collection terms are explained to award recipients: FAN Member Organisations and Production Companies and/or individual producers/filmmakers.

Award recipients are also asked to comply in all respects with GDPR and collaborate with Showroom Workstation, HOME, Film Hub North and BFI to endeavour that any personal data collected in relation to projects seeks the consent necessary for use of the personal data for its relevant use, and that it is collected and stored securely.

We retain the contact information of those who have received funding from us. This is so that we can:

- Continue to engage, support, and share opportunities relevant to the projects worked on and funded
- Collect reporting information as agreed upon in contracts at the point of administering funds
- Nurture a network of filmmakers and exhibitors to support and advocate for film culture in the region

When we assess BFI NETWORK applications

The BFI NETWORK project team assesses North applications for short film and early development funding, which are submitted to the central BFI NETWORK portal.

Production Companies and/or individual producers are then awarded directly by the central BFI admin and finance team if and/when their projects are approved for funding. Please refer to [BFI's Privacy Policy](#) for more detail.

The BFI NETWORK project team in the North liaises with the filmmaking teams directly prior, during and after the commissioning process – and as such, we hold and use data specific to those commissions.

Once contracted as a production company or individual producer with BFI NETWORK North, you will be notified how we may use data about your filmmaking team and production supplied to update the BFI with updates.

The use of your information will be outlined at the point of contract ahead of confirmation of an award; this includes but is not limited to the right to use images and retain contact information.

When we connect Film Hub member organisations with other organisations, sector professionals, production companies and/or individual producers

On occasions, we may put Film Hub members and production companies and/or individual producers in touch with each other and/or with project partners, other Film Hub members or sector professionals (consultants, freelancers).

We will only do this where there is a clear rationale to do so, or when we have explicitly been

asked to do so by both parties (for example flagging up a specific funding, training or collaboration opportunity that is relevant to both parties).

When you are contracted as a freelancer

When you work with us as an individual freelancer, we retain information of your payment account information and the address provided by invoice. We are required to store this information for six years for accounting purposes and future payments.

This information will be retained, only to be shared internally and may be looked at as part of financial audits carried out by a third party.

Equal opportunities monitoring

When information is collected for Equality, Diversity and Inclusion Monitoring, the data is collected anonymously. You will only be asked to share this information with us voluntarily.

Film Hub North Projects are supported by the BFI awarding funds from National Lottery, and this part of our role as Film Hub Lead organisation as Showroom Work Station and HOME are supported by public funding. We are required to monitor certain Equality, Diversity, and Inclusion information to ensure that Film Hub North Projects are engaging a representative selection of the population.

Part of the role of Film Hub North Projects is to distribute funding through open calls and strategic investments to organisations. Organisations we work with are FAN Members, whose audience monitoring is subject to both the same public funding requirements and privacy policy as Film Hub North Projects.

We ensure that this data is securely retained, we never sell this information.

How long do we hold your data for

The personal data we store from you varies depending on the engagement you have with us.

We retain information relating to awards made in line with reporting requirements of BFI awarding funds from National Lottery.

Film Hub North Projects are supported by the BFI, therefore the work we carry out must be accurately reported on as a requirement of public funding. Our reporting periods are quarterly, annually, and subject to three-year review periods.

When you take part in a course, workshop or lab, we will retain your information for the necessary duration of our reporting period.

Who we share your information with

We never sell your data to third parties or share your personal data with any third parties without your prior permission.

Film Hub North is required to report to the BFI on a quarterly basis on the progress of funded projects and activity. This data contributes to a central monitoring database managed by the BFI. We ask you to opt into this as part of any awards – see our standard Terms of Conditions.

HOME and Showroom are organisations supported by BFI and as such are asked to report on their global activity which includes some Film Hub North activity. This never contains personal data and is always in the form of summarised statistics.

Platforms we use to manage your data

We use additional third-party platforms when necessary. These services enable us to collect, process, and securely store the data we obtain.

On these services, your data is primarily subject to their additional privacy policies and cookie policies, where those services then share your data with us.

This takes place once you have opted into and agreed. Once we have your information, we process it in accordance with our privacy policy.

You can manage your cookie preferences at any time through your browser settings.

These services include:

1. EmailOctopus: to manage email communications and newsletter contact lists
2. Calendly: to organise meetings, one-to-ones and interviews

3. Eventbrite: to collect registration information for events
4. Google Forms and Wufoo: to collect registration information for events and applications for training and funding
5. Snap Surveys: to capture audience feedback
6. Google Analytics: to improve the functionality of our websites and understand audience interactions.
7. Airtable: to collect funding applications, expressions of interest, and event sign ups.
8. Buffer, LinkedIn and Fedica: for social media audience insights

Your Rights Include:

Access Your Data – You can request a copy of the personal data we hold about you and check that we are lawfully processing it.

Correct Your Data – If any personal data we hold about you is incomplete or inaccurate, you can ask us to correct it. We may need to verify the accuracy of the new data you provide.

Request Deletion – You can ask us to delete your personal data if:

- There is no longer a valid reason for us to hold it.
- You have objected to our processing of your data (see below).
- We have processed your information unlawfully.
- We are required by law to erase it.
- *Please note:* In some cases, we may not be able to delete your data due to legal obligations. If this applies, we will inform you at the time of your request.

Object to Processing – You can object to us processing your personal data where:

- We are relying on a legitimate interest to process your data, and you believe this affects your rights and freedoms.
- We are using your personal data for direct marketing purposes.
- In some cases, we may have compelling legal grounds to continue processing your data despite your objection.

Restrict Processing – You can ask us to temporarily stop processing your personal data in the following cases:

- You want us to verify the accuracy of the data.

- We are processing your data unlawfully, but you do not want it deleted.
- You need us to keep your data to establish, exercise, or defend a legal claim.
- You have objected to our processing, and we are verifying whether we have overriding legal grounds to continue.
- **Request Data Transfer** – You can ask us to provide your personal data in a structured, commonly used, machine-readable format so you can transfer it to another service. This applies only to automated data processing based on consent or a contract.
- **Withdraw Consent** – If we are processing your personal data based on your consent, you can withdraw it at any time. This will not affect any processing carried out before you withdrew your consent. If withdrawing consent affects our ability to provide a service, we will inform you at the time.

If you are unhappy with how we handle your data, you have the right to lodge a complaint with the UK's Information Commissioner's Office (ICO). More information can be found at www.ico.org.uk.

If you have any questions about the data we hold about you, or how it is used as set out in this Privacy Notice, please get in touch with our Communications Lead Lydia Osborne at lydia@filmhubnorth.org.uk