



## CUSTOMER FEEDBACK SURVEYS SUPPLEMENTARY UPDATE TO VISITOR PRIVACY NOTICE

### 1. INTRODUCTION

We are publishing this supplementary notice as an addendum to our existing studio visitor [privacy notice](#). The purpose of this notice is to provide you information about how we may seek to use your personal data to contact you in order to gather feedback on the operation of our Studios for the benefit of all those working here and to improve the experience of all customers at our Studios.

When we say **we, our, us, or the Group** in this privacy notice, we are referring to Pinewood Group Limited (**PGL**) and its subsidiaries, Pinewood Studios Limited (**PSL**) and Shepperton Studios Limited (**SSL**), all of whom are "controllers" of your personal data for the purposes of the Data Protection Act 2018 (**Act**) and the retained European Union law version of the General Data Protection Regulation ((EU) 2016/679) applying in the United Kingdom from 1 January 2021 (**UK GDPR**) (the Act and GDPR together the **Data Protection Legislation**).

### 2. Your personal data

We will not collect any additional personal data in respect of the Pinewood feedback surveys.

### 3. How your data will be used

In addition to the normal ways we use your data as part of the operation of our sites, we may use electronic means (via email or SMS) to contact you to request that you give feedback on your experience of working at and visiting our Studios. The feedback surveys are entirely voluntary and answers can be given anonymously.

If you do not wish to receive invitations to complete feedback surveys you can opt out by clicking the 'unsubscribe' link provided, or by emailing [data.protection@pinewoodgroup.com](mailto:data.protection@pinewoodgroup.com).

Please note where we anonymise your data in respect of feedback surveys, it will cease to become personal data under Data Protection Legislation.

### 4. Legal basis for processing your personal data

The GDPR requires specific conditions to be met to ensure that the processing of your personal data is lawful. The legal basis that we rely on will be determined by the specific purposes and context of the processing. However, the relevant conditions are:

- **Article 6(1)(f) GDPR** – Legitimate Interests – the processing is necessary in the legitimate interests of us as data controller in terms of maintaining the workplace and managing business continuity.

### 5. How we will keep your information secure

In addition to the existing measures detailed in our visitor [privacy notice](#) that ensure your data is kept secure, we have produced clear instructions and developed clear reporting lines in relation to information processed for customer feedback. The Pinewood Commercial department has oversight and responsibility for data gathered in relation to customer feedback, and in the sharing of data only where reasonably necessary to request feedback on experiences of using and visiting Studios and to used anonymised data gathered for operational and reporting purposes to improve customer experience.

### 6. Storage and retention of your personal data

Personal data collected will be held in accordance with our existing storage procedure as detailed above in our main visitor [privacy notice](#). We will only retain your personal data which has been collected for

customer feedback purposes for as long as it is necessary. Where we do not need to continue to process your personal data, it will be securely destroyed.

## **7. Your rights**

Under data protection law, you have a wide range of rights, full details of which can be found above in our privacy notice.

## **8. Any questions**

If you have any questions or concerns about the contents of this notice or any of our data protection policies, please contact [dataprotection@pinewoodgroup.com](mailto:dataprotection@pinewoodgroup.com).

## **9. Updates to this notice**

Please note that we may amend this supplementary visitor privacy notice at any time so please review it frequently.