

# COMPLIANCE

Effective date: March 2026

## 1. Who We Are

VMV Media Ltd is a creative studio specialising in brand design, film, and strategic work.

- Company name: VMV Media Ltd
  - Company number: 13999154
  - Registered address: 242 Acklam Road, London, W10 5JJ, United Kingdom
  - Contact email: crete@vmv.studio
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## 2. What This Policy Covers

This policy explains how we collect, use, and handle personal data when you:

- Visit our website
- Submit an enquiry
- Work with us as a client or collaborator

We operate as a small creative studio and only collect data necessary to communicate and deliver our work.

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## 3. Information We Collect

### A) Website enquiries

When you contact us through our website, we may collect:

# COMPLIANCE

- Name
- Email address
- Company name
- Company website
- Contact number
- Area of focus
- Project details or message content

This information is used solely to respond to your enquiry.

## **B) Website usage data**

We collect anonymised data about how visitors use our site through:

- Google Analytics
- TWIPLA

This may include:

- Pages visited
- Time spent on site
- General location (non-precise)
- Device and browser type

## **C) Cookies**

We use cookies to ensure the site functions properly and to understand usage.

Cookie consent is managed via Usercentrics (Cookiebot).

You can accept or reject non-essential cookies at any time via the cookie banner.

# COMPLIANCE

## D) Client and business communications

When working with clients, we may process:

- Contact details (email, phone)
- Project-related information
- Files and materials shared for the purpose of delivering work

We do not build or maintain marketing databases or mailing lists.

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## 4. How We Use Your Information

We use personal data to:

- Respond to enquiries
- Communicate with clients
- Deliver creative and strategic services
- Improve our website and user experience

We do not sell, rent, or monetise personal data.

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## 5. Legal Basis for Processing

We process data under the following lawful bases:

- Legitimate interest – responding to enquiries and running our business
- Contractual necessity – delivering agreed services to clients

# COMPLIANCE

- Consent – for cookies and analytics tracking where required
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## 6. Data Storage & Systems

We use trusted third-party tools to operate our business, including:

- Google Workspace (email, drive, documents)
- Slack (internal and client communication)
- Microsoft Teams (client communication where required)
- Xero (accounting)
- Wix Studio (website and forms)
- TWIPLA (analytics)

Design and production work may be created using tools such as Adobe Creative Suite and Figma.

Data is stored within these platforms and accessed only as required to deliver our services.

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## 7. Data Sharing

We do not share personal data with third parties for marketing purposes.

We may share data with service providers where necessary to operate our business (e.g. hosting, analytics, accounting), all of whom are expected to meet appropriate data protection standards.

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# COMPLIANCE

## 8. Client Data & Third-Party Information

In some cases, clients may provide access to systems, files, or materials that include third-party data (e.g. internal business data or user-related information).

In these situations:

- We act strictly under the client's instruction
  - We do not control or independently use that data
  - We treat all materials as confidential and project-specific
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## 9. International Data Transfers

As we work with global clients and use international tools, data may be processed outside the UK.

Where this occurs, we rely on appropriate safeguards provided by our service providers (such as standard contractual clauses or equivalent protections).

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## 10. Data Retention

We take a minimal approach to data retention:

- Enquiry data is retained only as long as necessary to respond
- Client communications may be retained for ongoing relationships and future work
- We do not maintain structured databases of personal data

# COMPLIANCE

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## 11. Security

We take reasonable steps to protect data, including:

- Restricting access to authorised team members only
- Using secure, password-protected systems
- Controlled file sharing (e.g. restricted or view-only access)
- Internal access limited to @vmv.studio accounts

While no system is completely secure, we aim to follow good industry practices appropriate to the size and nature of our business.

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## 12. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data
- Object to or restrict processing

To exercise these rights, contact us at:  
crete@vmv.studio

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## 13. Third-Party Links

# COMPLIANCE

Our website may contain links to external websites. We are not responsible for their privacy practices.

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## **14. Changes to This Policy**

We may update this policy from time to time. The latest version will always be available on our website.