



Diamond Privacy Policy, February 2017

1. Introduction

As the joint owners and data controllers of the data provided as part of the diversity analysis monitoring initiative called Diamond, your privacy is important to the participating broadcasters (the BBC, ITV, Channel 4, Sky, Channel 5/Viacom and any other broadcasters who may join the project in future) and the Creative Diversity Network ("CDN"). Diamond has been developed to help the industry answer two vital questions – do the people who work on UK productions, both on-screen and off-screen, reflect the diversity of the UK population? And are audiences of all kinds seeing themselves reflected on screen?

This Diamond Privacy Policy ("Policy") provides information about what to expect when we collect personal information about you as part of Diamond. This Policy also details how we use personal data in compliance with the Data Protection Act 1998 ("DPA").

We reserve the right, at any time, to make any changes to this Policy which may be necessary (for example, to comply with applicable laws). Please see the Version Control section at the end of this document, which summarises the changes in each update. If you object to any published change to the Policy, please see the section below headed "Retention and deletion".

2. Collection of personal data

Actual data

To help us build a full picture of the diversity of people working in the industry, individuals involved in programmes we commission will be asked to complete a Diversity Self-declaration Form (DSF) online, disclosing information relating to six diversity characteristics: gender, gender identity, age, ethnicity, sexual orientation and disability.

The DSF includes a Privacy Notice that explains who is collecting the information, what it will be used for and how long the personal data being submitted will be held. By completing the declaration on the DSF, you acknowledge the Privacy Notice and give your consent to the collection of your personal data. For Perceived data, please see the section below headed "Perceived data".

Minors and people lacking mental capacity

For minors (defined as being people aged under 18), the parent or guardian will be asked to complete a DSF on the minor's behalf.

For children who are under the age of 13, information on sexual orientation and gender identity will not be requested. For individuals under 18, when a parent/guardian is filling in the online DSF and where they have opted not to disclose the contributor's age, information on sexual orientation and gender identity will also not be requested.

For a child who lacks mental capacity the consent referred to under "Actual data" above should be given by the parent, guardian or authorised representative completing the DSF on their behalf.



For an adult who lacks mental capacity (defined as a person over the age of 16 who is deemed not to have mental capacity under the Mental Capacity Act 2005), the DSF should be completed by an authorised representative. The DSF includes a tick-box for the authorised representative to confirm they are filling in the DSF on behalf of the contributor (anyone participating in a production, on-screen or off-screen).

Where an authorised representative is appointed, their email address should be provided so the link to the DSF can be sent to them. Authorised representatives should never guess the diversity characteristics of the individuals for whom they are filling in the DSF and should instead use 'Prefer not to disclose' where they do not have access to that information (this may be particularly relevant to characteristics such as sexual orientation).

The DSF may be completed by an intermediary or carer in circumstances when an individual (who is an adult) may have difficulties completing the DSF (for example, because they need physical help or language assistance). In this case, the usual process should be followed by sending a DSF link directly to the contributor.

Agents

An agent should not complete the DSF for their client.

Perceived data

We are monitoring how people are portrayed on screen to help ensure our productions reflect the diversity of the United Kingdom. Limited information will be collected from production teams on how members of the viewing public might perceive your characteristics if you make an on-screen contribution to a programme we commission (including animated programmes and narrator roles).

Information gathered will not be based on any prior knowledge of your characteristics. The Perceived Form will be completed based on details provided during the programme and production teams will record 'don't know' for any characteristics that are not made clear from the content of the programme.

Perceived diversity data is not generally personal data but it may be in certain circumstances. If you decide to opt out of contributing your actual diversity data, we may still capture perceived data on the on-screen contribution you make unless you object.

How data is stored

Soundmouse Ltd has been contracted by us to process the information for Diamond within its Silvermouse system. Diamond has been developed within the Silvermouse platform, which is a web-based system used by broadcasters and production teams to store production paperwork. The diversity information on the Diamond forms will be held securely and in an encrypted format within the Silvermouse system.

Diversity data will not be transferred outside the EEA.

Retention and deletion

When you consent to your actual data being used, it will be applied across all the productions you are involved in, and you will only be asked to complete a DSF once every two years. Actual diversity data will be retained for two years, while perceived diversity data will be retained for five years.



You can update your actual data at any time by re-submitting a DSF. Re-submission will automatically update your details on the system. You can also request deletion of any personal data relating to you by contacting: diversityadmin@silvermouse.com.

3. How data will be used

The CDN will publish regular anonymous reports on the overall diversity of the broadcasting industry, while the broadcasters will be able to produce more detailed reports on individual channels, times of broadcast and other criteria.

Diversity data entered into Silvermouse will be used to populate these reports. The reports will be used to monitor diversity and assess progress against diversity targets or commitments broadcasters have made. Individual broadcasters may also share reports with their production company suppliers as part of this assessment. If you work for more than one broadcaster, diversity data provided by you will be available to all broadcasters participating in Diamond and the CDN to run anonymised reports.

Any published information will always be aggregated (for example across all commissions or by reference to genre) in order to avoid identification of any individual. The reports will never name individuals. In exceptional circumstances, it may be possible for you to be identified from reports based on your role within a production. All reports will be carefully reviewed by us to prevent this wherever possible.

Diamond empowers the broadcasters to monitor performance against their diversity targets or commitments, and to have effective discussions about diversity with their suppliers. The broadcasters, therefore, will be able to produce reports on individual programmes to share with suppliers to facilitate dialogue in relation to their diversity targets or commitments. Sometimes this will involve looking at series-level diversity monitoring reports, where there may only be small numbers of people in particular roles. In this case, there is a risk that individuals could be identified by combining the reports with other information. These reports will never be published, and used only as part of private dialogue between a broadcaster and a supplier of programmes in the context of diversity targets or commitments. The Privacy Notices make clear that your data may be used for this purpose.

CDN and the broadcasters have put in place processes to ensure all Diamond reports are checked manually before deciding the extent to which they may be shared or published, to ensure that neither you nor any other individual can be identified from the data in the report.

4. Subject access request

Under the DPA you can ask to access the personal data which is held about you. If you want to request a copy of the personal data held about you in Diamond you must make a request in writing to subjectaccessrequest@silvermouse.com who will manage the process on behalf of the data controllers.

5. Security breaches or unauthorised disclosures of personal data

If you become aware of a security breach or an unauthorised disclosure of personal data, please promptly alert security@silvermouse.com, who will liaise directly with us and take appropriate action.

6. Version Control

The Diamond Privacy Policy will be updated from time to time, e.g. to comply with applicable laws, when a new broadcaster joins Diamond, or when changes are made to Diamond's functionality. The table below shows the dates of publication of each version of the Diamond Privacy Policy, along with the material changes made in each version.

Version	Date	Changes
1.0	May 2016	<ul style="list-style-type: none"> Original draft of Privacy Policy, published several months before Diamond went live
1.1	August 2016	<ul style="list-style-type: none"> Amendments for clarity, to accompany the launch of Diamond
1.2	December 2016	<ul style="list-style-type: none"> Amendments for clarity on the wording for opt outs
1.3	January 2017	<ul style="list-style-type: none"> Addition of Channel 5/Viacom as members of Diamond
1.4	February 2017	<ul style="list-style-type: none"> Amendment to reflect a change in functionality: removal of option for contributors to provide their DSF data on a series-only basis Version Control section added to the Privacy Policy