

Privacy Policy

Media Zoo Ltd

1. Who We Are

Media Zoo Ltd is a Creative Communications Agency committed to protecting your privacy and personal data. This privacy policy explains how we collect, use, store, and protect your personal information when you use our services or visit our website.

Contact details:

Post: Media Zoo, 8 The Boulevard, LONDON, SW6 2UB, GB

Telephone: 0207 384 6980

Email: info@mediazoo.tv

2. What Personal Data We Collect

We collect and process the following types of personal data:

Information You Provide Directly:

- Contact Information: Name, email address, phone number, postal address
- Account Information: Username, password, profile information
- Communication Data: Messages, enquiries, feedback you send to us
- Marketing Preferences: Your choices about receiving marketing communications

Information We Collect Automatically:

- Technical Data: IP address, browser type
 - Usage Data: Pages visited, time spent on site, click-through rates, download errors
 - Cookies and Tracking Data: See our Cookie Policy section below
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3. How We Use Your Personal Data

We process your personal data for the following purposes and legal bases:

Purpose	Legal Basis	Data Types
Providing our services to you	Contract performance	Contact, account, payment information
Customer support and communication	Contract performance / Legitimate interest	Contact information, communication data
Marketing and promotional communications	Consent (where required) / Legitimate interest	Contact information, preferences
Website improvement and analytics	Legitimate interest	Usage data, technical data
Legal compliance and fraud prevention	Legal obligation / Legitimate interest	All relevant data
Payment processing	Contract performance	Payment information

4. Who We Share Your Data With

We may share your personal data with:

Service Providers:

We work with trusted third-party service providers who process data on our behalf:

- Payment Processors
- Cloud Hosting: [Insert providers, e.g., AWS, Google Cloud]
- Email Services: [Insert providers, e.g., Mailchimp, SendGrid]
- Analytics: Google Analytics, [other analytics providers]
- Customer Support: [Insert support platform providers]

Other Recipients:

- Legal Authorities: When required by law or to protect our rights
 - Business Partners: With your consent or as part of our services
 - Professional Advisors: Lawyers, accountants, auditors (under confidentiality)
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5. How Long We Keep Your Data

We retain your personal data only as long as necessary for the purposes outlined in this policy:

- Account Information: Until account deletion plus 6 years for legal/tax purposes
 - Marketing Data: Until you unsubscribe or withdraw consent
 - Customer Support Records: 3 years after case closure
 - Website Analytics: 26 months (Google Analytics default)
 - Payment Records: 7 years for tax and accounting purposes
 - Legal/Compliance Records: As required by applicable law
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6. Your Rights - Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- Your right of access - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- Your right to rectification - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- Your right to erasure - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- Your right to restriction of processing - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- Your right to object to processing - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)

- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to provide services and goods are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for service updates or marketing purposes are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for legal requirements are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.



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- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for dealing with queries, complaints or claims are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Where we get personal information from

- Directly from you
- Publicly available sources
- Suppliers and service providers

7. Cookies and Similar Technologies

Our website uses cookies and similar technologies to:

- Essential Cookies: Enable basic website functionality
- Analytics Cookies: Help us understand how visitors use our site
- Marketing Cookies: Deliver relevant advertisements and measure campaign effectiveness
- Preference Cookies: Remember your settings and preferences

Managing Cookies:

You can control cookies through your browser settings. However, disabling certain cookies may affect website functionality.

Cookie Consent: We obtain your consent for non-essential cookies through our cookie banner.

8. Children's Privacy

Our services are not intended for children under 16 years of age. We do not knowingly collect personal data from children under 16. If you are a parent or guardian and believe your child has provided us with personal data, please contact us immediately.

9. Contact Us and Complaints

Questions or Concerns:

If you have any questions about this privacy policy or our data practices, please contact us:

- Email: info@mediazoo.tv
- Phone: +44 (0) 207 384 6980
- Post: Media Zoo Ltd, 8 The Boulevard, London, SW6 2UB
- CISO: Mike Murray

Complaints:

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last Updated: 2025

Information Security Classification: Public



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This privacy policy is designed to be transparent and help you understand how we handle your personal data. We are committed to protecting your privacy and complying with all applicable data protection laws