

Our central character Yellow Hero comes into view. Webs of data nodes float against a blue background. Yellow Hero moves across the screen, listening, as the narrator begins:

“Hello. Let’s talk about our Privacy Notice...”

A Privacy Notice drops into view and settles beside Yellow Hero. Question marks appear above Yellow Hero’s head and the narrator continues:

“...what it means and why we need one.”

Scene change. Brightly coloured data balls appear. A connecting line runs between them while a magnifying glass scrutinises one of the data balls. Yellow Hero appears and watches, as the narrator says:

“First up, personal data is any kind of information - or combination of bits of information - that can identify **you**. And sometimes it might include other more sensitive details – “

Two data balls pop up for emphasis, as the narrator explains:

“like biometric data or ethnicity.”

Yellow Hero nods in agreement, as the narrator says:

“So it’s precious stuff, right?”

Yellow Hero moves towards the Privacy Notice. A “Green” colleague joins Yellow Hero and they both look carefully at the Privacy Notice, nodding, as the narrator explains:

“And that’s where our Privacy Notice comes in. It’s our promise to you about how we collect and handle your precious information.”

Scene change. Close up of the wording of the Privacy Notice. Yellow Hero moves across the wording, reading sections, as the narrator continues:

“So it tells you what we **do** with your personal data - and other things like **why** we collect it, **who** it is shared with and **how long** we keep it.”

Scene change. Green carefully collects data balls, as the narrator says:

“And it’s our guarantee that the amount of data we collect will **never be more than we need.**”

Green carefully places the data balls into secure storage. The narrator explains:

“The law says we must have **valid reasons** to store and process your data.”

Scene change. Yellow Hero is working on a laptop, compiling a job application form, as the narrator continues:

“That might be details you’ve given us - on a job application form, for example –

Zoom out. Now Yellow Hero and Green are both busily working on laptops and exchanging mail, as the narrator says:

“...or it might be the info we need, to provide you with services or answer your questions.”

Scene change. Yellow Hero and Green return to the data balls secured in locked storage. They both circle the storage looking at it carefully while the narrator continues:

“Sometimes, we might need to **share** your data with partners – “

A “Purple” partner joins Yellow Hero and Green. They all listen attentively as the narrator says:

“...but only ever with carefully trusted agencies...”

Purple, Green and Yellow Hero move across the screen watching secure data sharing taking place. They hover by a high-rise work building, as the narrator explains:

“...that help us provide some of our services.”

Scene change. Yellow Hero is joined by Green and Purple. Together they watch as the stored data balls securely transmit data to trusted organisations. Large ticks appear to emphasise that the sharing is safe and justified, as the narrator explains:

“And we promise those trusted partners will be just as careful as we are, in collecting, processing, sharing and storing your precious data –“

Giant steel doors close on the scene and a padlock secures everything, as the narrator says:

“...safely and securely.”

Scene change. The steel doors open to reveal a Privacy Notice displayed on a portable tablet screen. Yellow Hero appears in the Privacy Notice and looks out quizzically, as the narrator explains:

“The Privacy Notice also tells you about your **rights**.”

Scene change. Yellow Hero move swiftly towards the secure storage. Question marks appear and data balls pop into the secure storage, as the narrator continues:

“You have a right to know what personal data we hold on you and what we are doing with it.”

A giant hourglass appears, as the narrator explains:

“How long we keep it will depend on the reasons why we have it”

One at a time the data balls pop and disappear, as the narrator says:

“...but never longer than we need to.”

Scene change. Yellow Hero wizzes across the screen towards a work building. Green is outside. Conversation bubbles appear, as the narrator explains:

“You have the right to ask us what data we hold about you.”

Yellow Hero and Green move towards the secure storage once again. Yellow Hero updates the stored data and objects to one of the data balls, as the narrator explains:

“And you also have the right to inform us if it is incorrect and needs to be updated”

The data ball that Yellow Hero objects to disappears, as the narrator says:

“...or to object to us using your data.”

Scene change. Green looks carefully at a Privacy Notice and nods in approval. The narrator concludes:

“So that’s our Privacy Notice - which you’ll find a couple of clicks away on our website.”

Zoom out to Yellow Hero’s office. Green and the Privacy Notice are clearly displayed on Yellow Hero’s computer. Yellow Hero comes into the office, looks at the computer screen and carefully nods, as the narrator says:

“Head there to read the full details of all your rights and how you can contact us.”

Close up of the Privacy Notice, as the narration ends with:

“Thanks for visiting!”