

# Footage Firm Privacy and Cookie Policy

Last Updated on April 3, 2017

This privacy statement describes how Footage Firm Inc., the owner of the [www.videoblocks.com](http://www.videoblocks.com), [www.graphicstock.com](http://www.graphicstock.com), and [www.audioblocks.com](http://www.audioblocks.com) websites (collectively, the “Site”) collects and uses the personal information you provide. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information.

Please read the following information carefully to understand our views and practices regarding your personal information and how we will treat it. We draw your attention in particular to the sections entitled “**International Data Transfer**” and “**Your Rights**”.

We will only process your personal information in accordance with applicable data protection and privacy laws. For the purpose of UK and European Union data protection legislation, the data controller is VideoBlocks of 10780 Parkridge Blvd, Suite 70, Reston, Virginia, 20191.

## Why do we need your personal information?

We need certain personal information in order to provide you with access to the Site. If you created a profile or if you have registered with us, you will have been asked to tick to agree to provide this information in order to access our services and view our content. This consent provides us with the legal basis we require under applicable law to process your data. If you do not agree to our use of your personal information in line with this privacy statement, please do not use our Site.

[Collection and Use](#) | [Information Sharing](#) | [Tracking Technologies](#) | [Security](#) | [Additional Info](#) | [Contact Info](#)

## Collection of Personal Information

We collect information about you in a range of forms, including personal information. As used in this privacy statement, “personal information” is as defined as “personal data” is in the European Data Protection Directive 95/46/EC and any successor legislation, this includes any information which, either alone or in combination with other information we hold about you, identifies you as an individual, including, for example, your name, postal address, email address and telephone number. We collect the following personal information from you:

## **Information you give us**

- Contact Information such as name, email address, mailing address, phone number
- Billing Information such as credit card number, and billing address
- Unique Identifiers such as user name, account number, password
- Preferences Information such as product wish lists, order history, marketing preferences
- Demographic information such as age, education, gender, interests and zip code

## **Information Obtained from Third Parties**

If you provide us personal information about others, or if others give us your information, we will only use that information for the specific reason for which it was provided to us, for example, if you have agreed to share information with one of our partners, we may add this information to the information we already hold about you.

**Information from Social Networking Sites.** Our Site includes interfaces that allow you to connect with social networking sites (each an “SNS”). If you connect to an SNS through our Site you authorize us to access, use and store the information that you agreed the SNS could provide to us based on your settings on that SNS. We will access, use and store that information in accordance with this privacy statement. You can revoke our access to the information you provide in this way at any time by amending the appropriate settings from within your account settings on the applicable SNS.

## **Information Automatically Collected**

As is true of most Web sites, we automatically gather information about your computer such as your IP address, browser type, referring/exit pages, and operating system.

## **Automated Decision Making and Profiling**

We do not use your personal information for the purposes of automated decision-making. However, we may do so in order to fulfil obligations imposed by law, in which case we will inform you of any such processing and provide you with an opportunity to object.

## **Cookies and Other Tracking Technologies**

The Site may automatically collect information as you browse, such as Internet Service Provider, browser type and version, operating system and device type, average time spent on our site(s), pages viewed, information accessed, the Internet Protocol (IP) address used to connect your computer to the Internet and other relevant statistics. Such information is sometimes referred to as web analytics and/or clickstream data.

We and our partners may use cookies and action tags to keep track of your visits, preferences and profile information.

- **What is a cookie?** A cookie is a small, unique text file that a website can send to your computer when you visit a site. We may use session cookies, which terminate when a user closes his or her browser, and/or persistent cookies, which remain on the user's computer until manually deleted.
- **Disabling Cookies.** Most web browsers can either alert you to the use of cookies or refuse to accept cookies entirely. If you do not want us to deploy cookies to your browser, you can set your browser to reject cookies or to notify you when a website tries to put a cookie on your computer. Rejecting cookies may affect your ability to use the Site. Further information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.com.uk](http://www.youronlinechoices.com.uk).

Electronic tracking technologies are used to enhance your experience on the Site, including allowing you to remain logged in on the Site. Cookies and pixel tags may also be used to collect general usage and aggregated statistical information that does not identify you personally. However, we and our third party partners may use cookies to store some of your preferences (including limited personal information) or to display relevant content based upon what you view on our Site.

## Cookies We Use

Our Site uses the following types of cookies for the purposes set out below:

Type of cookie	Purpose
<i>Essential Cookies</i>	These cookies are essential to provide you with services available through our Site and to enable you to use some of its features. For example, they allow you to log in to secure areas of our Site and help the content of the pages you request load quickly. Without these cookies, the services that you have asked for cannot be provided, and we only use these cookies to provide you with those services.

<i>Functionality Cookies</i>	<p>These cookies allow our Site to remember choices you make when you use our Site, such as remembering your language preferences, remembering your login details and remembering the changes you make to other parts of our Site which you can customize. The purpose of these cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you visit our Site.</p>
<i>Analytics and Performance Cookies</i>	<p>These cookies are used to collect information about traffic to our Site and how users use our Site. The information gathered does not identify any individual visitor. The information is aggregated and therefore anonymous. It includes the number of visitors to our Site, the websites that referred them to our Site, the pages that they visited on our Site, what time of day they visited our Site, whether they have visited our Site before, and other similar information. We use this information to help operate our Site more efficiently, to gather broad demographic information and to monitor the level of activity on our Site.</p> <p>We use Google Analytics for this purpose. Google Analytics uses its own cookies. It is only used to improve how our Site works. You can find out more information about Google Analytics cookies here: <a href="https://developers.google.com/analytics/resources/concepts/gaConceptsCookies">https://developers.google.com/analytics/resources/concepts/gaConceptsCookies</a></p> <p>You can find out more about how Google protects your data here: <a href="http://www.google.com/analytics/learn/privacy.html">www.google.com/analytics/learn/privacy.html</a>.</p> <p>You can prevent the use of Google Analytics relating to your use of our Site by downloading and installing the browser plugin available via this link: <a href="http://tools.google.com/dlpage/gaoptout?hl=en-GB">http://tools.google.com/dlpage/gaoptout?hl=en-GB</a></p>
<i>Targeted and advertising cookies</i>	<p>These cookies track your browsing habits to enable us to show advertising which is more likely to be of interest to you. These cookies use information about your browsing history to group you with other users who have similar interests. Based on that information, and with our permission, third party advertisers can place cookies to enable them to show adverts which we think will be</p>

	relevant to your interests while you are on third party websites.
<i>Social Media Cookies</i>	These cookies are used when you share information using a social media-sharing button or “like” button on our Site or you link your account or engage with our content on or through a social networking website such as Facebook, Twitter or Google+. The social network will record that you have done this.

## Tags

We may use action tags (which are also known as pixel tags, web beacons and clear GIFs) to help us identify and track the performance of web pages on the Site, allowing us to measure the performance and quality of the Site and to manage Site content. In addition, we may use action tags in emails. This allows us to gauge the effectiveness of certain communications and the effectiveness of marketing campaigns by showing, for example, how many emails have been opened.

Unlike cookies, which are stored on the hard drive of your computer or mobile device by a website, tags are embedded invisibly on webpages. The information we collect using tags is not linked to our users’ personal information.

## Do Not Track Signals

Some Internet browsers may be configured to send "Do Not Track" signals to the online services that you visit. We currently do not respond to Do Not Track signals. To find out more about "Do Not Track," please visit <http://www.allaboutdnt.com>.

## Use of Personal Information

We use this information to

- Fulfill your order (including processing payment);
- Send you an order confirmation;
- Assess the needs of your business to determine suitable products;
- Send you requested product or service information;
- Send product updates or license information;
- Respond to customer service requests;
- Administer your account;
- (With your consent), send you a newsletter and marketing communications;
- Respond to your questions and concerns;
- Improve our Web site and marketing efforts;
- Conduct research and analysis;

- Display content based upon your interests;
- Comply with applicable laws, lawful requests and legal process, including to respond to requests from public and government authorities;
- Enforce this privacy statement; and
- Protect our rights, privacy, safety or property, and/or that of you or others.

## **Information Sharing**

We will share your personal information with third parties only in the ways that are described in this privacy statement. We do not sell your personal information to third parties.

### **Third Party Service Providers**

We may provide your personal information to companies that provide services to help us with our business activities such as offering customer service. These companies are authorized to use your personal information *only as necessary to provide* these services to us.

If you provide the name of your company, we may use the name of your company (but not other personal information) on a list of current or former customers for promotional purposes.

### **Other Disclosures**

We may also disclose your personal information:

- as required by law such as to comply with a subpoena, or similar legal process, including to respond to requests from public and government authorities to meet national security or law enforcement requirement;
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- if Footage Firm is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our Web site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information; and
- to any other third party with your prior consent to do so.

### **Third Party Advertisers**

We share your personal information with other companies so that they can market their products or services to you. If you do not want us to share your personal information with these companies, contact us at [support@videoblocks.com](mailto:support@videoblocks.com).

## **International Data Transfer**

Your information, including personal information that we collect from you, may be transferred to, stored at and processed by us outside the country in which you reside, including, but not limited to, the United States, where data protection and privacy regulations may not offer the same level of protection as in other parts of the world. By using this Site, you consent to such transfer, storage and processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy statement.

## **Third Party Sites**

Our Site may contain links to third party websites and features. This privacy statement does not cover the privacy practices of such third parties. These third parties have their own privacy policies and we do not accept any responsibility or liability for their websites, features or policies. Please read their privacy policies before you submit any data to them.

## **User Generated Content**

You may share personal information with us when you submit user generated content to our Site. Please note that any information you post or disclose on our Site will become public information, and will be available to other users of our Site and to the general public. We urge you to be very careful when deciding to disclose your personal information, or any other information, on our Site. Such personal information and other information will not be private or confidential once it is published on our Site.

If you provide feedback to us, we may use and disclose such feedback on our Site. We will collect any information contained in such feedback and will treat the personal information in it in accordance with this privacy statement.

## **Security**

The security of your personal information is important to us. When you enter sensitive information (such as credit card number) on our order forms, we encrypt the transmission of that information using secure socket layer technology (SSL).

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security.

If you have any questions about security on our Web site, you can contact us at [support@videoblocks.com](mailto:support@videoblocks.com)

## **Retention**

We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services contact us at [support@videoblocks.com](mailto:support@videoblocks.com). We will retain and use your information as necessary to fulfill business needs and to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **Anonymous Data**

When we use the term “anonymous data”, we are referring to data and information that does not permit you to be identified or identifiable, either alone or when combined with any other information available to a third party.

Anonymous data might include analytics information and information collected by us using cookies. We use this anonymous data to analyse usage patterns in order to make improvements to our Site.

## **Our Policy on Children**

Our Site is not directed to children under 13. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us using the details in the **Contact Information** section below. We will delete such information from our files as soon as reasonably practicable.

## **Sensitive Personal information**

Subject to the following paragraph, we ask that you not send us, and you not disclose, any sensitive personal information (e.g., social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through Site or otherwise to us.



If you send or disclose any sensitive personal information to us when you submit user-generated content to our Site you consent to our processing and use of such sensitive personal information in accordance with this privacy statement. If you do not consent to our processing and use of such sensitive personal information, you must not submit such user generated content to our Site.

## **Additional Policy Information**

Our Web site may include Widgets, which are interactive mini-programs that run on our site to provide specific services from another company (e.g. displaying the news, opinions, music, etc.). Personal information, such as your email address, may be collected through the Widget. Cookies may also be set by the Widget to enable it to function properly. Information collected by this Widget is governed by the privacy policy of the company that created it.

## **Your Rights**

- **Opt-out.** You may contact us anytime to opt-out of:
  - (i) direct marketing communications by following the unsubscribe instructions included in these emails or you can contact us at [support@videoblocks.com](mailto:support@videoblocks.com);
  - (ii) automated decision making and/or profiling;
  - (iii) any new processing of your personal information we carry out beyond the original purpose(s); or
  - (iv) the transfer of your personal information outside the EEA.

Please note that your use of some of the Site may be ineffective upon opt-out.

- **Access.** You may access the information we hold about you at any time via your profile or by contacting us directly.
- **Amend.** You can also contact us to update or correct any inaccuracies in your personal information.
- **Move.** Your data is portable – i.e. you to have the flexibility to move your data to other service providers as you wish.
- **Erase and forget.** In certain situations, for example when the information we hold about you is no longer relevant or is incorrect, you can request that we erase your data.

If you wish to exercise any of these rights, please contact us at: [support@videoblocks.com](mailto:support@videoblocks.com). In your request, please make clear: (i) **what** personal information is concerned; and (ii) **which of the above rights** you would like to enforce.

For your protection, we may only implement requests with respect to the personal information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable and in any event, within one month of your request. Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting such change or deletion.

## **Notification of Privacy Statement Changes**

We may update this privacy statement to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Site prior to the change becoming effective. We encourage you to review this page periodically for the latest information on our privacy practices.

## **Contact Information**

You can contact us about this privacy statement by writing or email us at the address below:

Footage Firm  
10780 Parkridge Blvd Suite 70  
Reston, VA, United States 20191  
Email: [support@videoblocks.com](mailto:support@videoblocks.com)