



Privacy Notice

Last Updated: March 2025

Potential Difference Limited (“We”, “Us” or “Our”) is committed to protecting the privacy and security of your personal information.

This Privacy Notice describes how we collect and use your personal information when you visit our website, and/or engage our services, in accordance with the General Data Protection Regulation (GDPR).

Potential Difference Limited is a ‘data controller’. This means that we are responsible for deciding how we hold and use your personal information. We are required under data protection legislation to notify you of the information contained in this Privacy Notice.

1. Data Protection Principles

We will comply with data protection law. This says that the personal information we hold about you must be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date
- Kept only as long as necessary for the purposes we have told you about
- Kept securely

2. Information We Collect

Personal data, or personal information, means any information about an individual from which that person can be identified. We may collect and process the following types of personal data:

- **Identity Data** -Name, job title, company name
- **Contact Data** – email address, phone number, postal address
- **Technical Data** – IP address, browser type, device information, and cookies (see our Cookie Policy for more information)
- **Usage Data** – Information about how you use our website and services.
- **Marketing & Communication Data** – Your preferences for receiving marketing communications from us.

‘Processing’ means any operation which is performed on personal data such as:

- collection, recording, organisation, structuring or storage;
- adaption or alteration;
- retrieval, consultation or use;
- disclosure by transmission, dissemination or otherwise making available;
- alignment or combination; and
- restriction, destruction or erasure.

This includes processing personal data which forms part of a filing system and any automated processing.



3. How We Use Your Data

We will only use your personal information when the law allows us to. Most commonly, we use your personal data for the following purposes:

- To respond to your enquiries or requests
- To provide and improve our services
- To send marketing communications (with your consent)
- To comply with legal and regulatory requirements.

We may also use your personal information in the following situations, which are likely to be rare:

- Where we need to protect your interests (or someone else's interests).
- Where it is needed in the public interest or for official purposes.

4. Legal Basis for Processing

We process your data based on one or more of the following legal grounds:

- **Consent** – When you opt into marketing communications.
- **Contractual necessity** – When processing is necessary to fulfil a contract with you.
- **Legitimate interest** – For business operations, security, or fraud prevention.
- **Legal compliance** – When required by law.

5. Data Sharing & Third Parties

We do not sell your data. However, we may share your personal data with trusted third parties, such as:

- Service providers who help us operate our business (e.g., IT support, payment processors).
- Regulatory bodies when required by law.

6. Data Security

We take appropriate technical and organisational measures to protect your data from unauthorised access, loss, or misuse.

7. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this notice or to comply with legal obligations.

8. Your Rights

Under data protection laws, you have rights over your personal data, including:

- The right to access, correct, or delete your data.
- The right to restrict or object to processing.
- The right to data portability.
- The right to withdraw consent at any time (for marketing communications).

To exercise your rights, contact us at info@potentialdifference.tv



9. Cookies & Tracking

We use cookies to improve your experience. You can manage your cookie preferences via our [Cookie Policy](#) or your browser settings.

10. Contact Us

If you have any questions about this Privacy Notice or how we handle your data, please contact:

Potential Difference Limited

Unit 14, Triangle Business Park, Quilters Way, Stoke Mandeville, Buckinghamshire, HP22 5BL

info@potentialdifference.tv

01442 800140

If you have concerns about how we process your data, you have the right to lodge a complaint with the [Information Commissioner's Office \(ICO\)](#).