

PRIVACY POLICY

Jimmy Shy Media

Version 2026.1

Effective Date: 10 July 2026

Jimmy Shy Media respects your privacy and is committed to protecting your personal data. This Privacy Policy explains what information we collect, why we collect it, how we use it and how we protect your personal information in accordance with the General Data Protection Regulation (GDPR) and other applicable privacy legislation.

By visiting our website, contacting us or using our services, you agree to the practices described in this Privacy Policy.

Article 1 – Who We Are

Jimmy Shy Media is an independent creative production company specialising in:

- Commercial video production
- Brand storytelling
- Photography
- Corporate films
- Event coverage
- Documentary production
- Content creation
- Creative consulting
- Social media productions
- Creative direction
- Related audiovisual services

Data Controller

Jimmy Shy Media

Website:

<https://www.jimmyshy.media>

Email:

jimmyshy.media@proton.me

Instagram:

https://www.instagram.com/jimmyshy_unleashed

Whenever this Privacy Policy refers to "**Jimmy Shy Media**", "**we**", "**our**" or "**us**", it refers to the above-mentioned company.

Article 2 – What Personal Data We Collect

Depending on our relationship with you, we may collect and process the following categories of personal data:

Identification Data

- Full name
- Company name
- Job title
- VAT number (where applicable)
- Chamber of Commerce registration number (where applicable)

Contact Information

- Email address
- Telephone number
- Postal address
- Billing address

Financial Information

- Payment details
- Invoice information
- Banking details where necessary

Production Information

During productions we may process:

- Photographs
- Video recordings
- Drone footage
- Audio recordings
- Interviews
- Voice recordings
- Behind-the-scenes footage
- Livestream recordings

Technical Information

When visiting our website we may automatically collect:

- IP address
- Browser type
- Device information
- Operating system
- Website usage statistics
- Cookie preferences

Communication

We may process information contained in:

- Emails
- Contact forms
- Phone conversations
- Production briefings
- Project documentation
- Feedback during productions

We do **not** intentionally collect sensitive personal data unless strictly necessary for the execution of an Agreement or where legally required.

Article 3 – Why We Process Your Data

Jimmy Shy Media only processes personal data where there is a legitimate reason to do so.

We process personal data for purposes including:

- Responding to enquiries
- Preparing quotations
- Performing Agreements
- Producing audiovisual content
- Planning productions
- Delivering completed projects
- Managing client relationships
- Processing payments
- Issuing invoices
- Complying with legal obligations
- Improving our services
- Improving our website
- Marketing our services
- Portfolio management
- Protecting our legal interests where necessary

We never sell personal data to third parties.

Article 4 – Legal Basis for Processing

Jimmy Shy Media processes personal data only where a legal basis exists under the GDPR.

These legal bases include:

- Performance of a contract
- Compliance with legal obligations
- Your explicit consent
- Legitimate business interests
- Protection of legal claims

Where processing is based on consent, you may withdraw that consent at any time.

Withdrawal of consent does not affect processing carried out before consent was withdrawn.

Article 5 – Data Retention

Jimmy Shy Media does not retain personal data longer than necessary.

Unless legal obligations require otherwise, we apply the following retention periods:

Quotation requests (not accepted)

2 years

Client correspondence

2 years

Client administration

Duration of the Agreement plus **7 years**

Invoices and financial records

7 years

Newsletter subscriptions

Until you unsubscribe

Marketing communications

Maximum **2 years** after the last contact

Production files

Minimum **90 days** after final delivery

Source files

As determined in the applicable Agreement or General Terms & Conditions

Where legally required, data may be retained for longer.

After the applicable retention period, personal data will be securely deleted or anonymised.

Article 6 – Sharing Personal Data

Jimmy Shy Media only shares personal data where necessary.

Personal data may be shared with trusted service providers such as:

- Accountants
- Payment providers
- Website hosting providers
- Cloud storage providers
- IT service providers
- Freelancers working under our supervision
- Production partners
- Government authorities where legally required

Where required by law, Jimmy Shy Media enters into appropriate **Data Processing Agreements (DPAs)** with third-party processors.

We never sell or trade personal data.

Article 7 – Data Security

Jimmy Shy Media takes the protection of your personal data seriously and implements appropriate technical and organisational measures to safeguard it against unauthorized access, loss, misuse, alteration or disclosure.

These measures include, but are not limited to:

- Secure SSL encrypted connections
- Password-protected systems
- Multi-factor authentication where applicable
- Regular software updates
- Antivirus and firewall protection
- Restricted access to personal data
- Secure cloud storage solutions
- Regular backups of business data

Despite our efforts, no digital system can guarantee absolute security. Therefore, we encourage you to protect your own devices and personal information as well.

Article 8 – Your Rights

Under the General Data Protection Regulation (GDPR), you have the following rights regarding your personal data:

You have the right to:

- Access your personal data
- Correct inaccurate or incomplete data
- Request deletion of your personal data
- Restrict the processing of your personal data
- Object to the processing of your personal data
- Request transfer of your personal data (data portability)
- Withdraw your consent at any time
- Lodge a complaint with your local Data Protection Authority

Requests regarding your personal data can be submitted via:

jimmyshy.media@proton.me

We aim to respond within **30 days** of receiving your request.

Article 9 – Artificial Intelligence (AI)

Jimmy Shy Media may use professional Artificial Intelligence (AI) tools to improve production quality and business efficiency.

AI-assisted technologies may be used for:

- Speech-to-text transcription
- Subtitle generation
- Translation
- Audio enhancement
- Noise reduction

- Image enhancement
- Colour correction
- Object removal
- Workflow automation
- Content organisation
- Creative ideation

Personal data is never intentionally used to train public AI models without a lawful basis or your consent where required.

Jimmy Shy Media remains fully responsible for all final creative decisions and the quality of the delivered work.

Article 10 – Cloud Services & International Data Transfers

To provide our services efficiently, Jimmy Shy Media may use professional cloud-based platforms for communication, collaboration, storage and project delivery.

These services may include, but are not limited to:

- Proton Mail
- Google Workspace
- Dropbox
- Adobe Creative Cloud
- Frame.io
- WeTransfer
- Vimeo
- Microsoft 365
- Other professional production platforms

Some of these providers may process data outside the European Economic Area (EEA).

Whenever personal data is transferred internationally, Jimmy Shy Media ensures that appropriate safeguards are in place, including:

- European Commission Adequacy Decisions;
- Standard Contractual Clauses (SCCs);

- or any other legally accepted transfer mechanism under the GDPR.

Article 11 – Cookies

Our website uses cookies to improve functionality, user experience and website performance.

Cookies are small text files stored on your device when visiting our website.

We may use the following categories of cookies:

Essential Cookies

Required for the proper functioning of the website.

Preference Cookies

Remember your preferred settings and improve usability.

Analytics Cookies

Help us understand website usage and improve our services.

Marketing Cookies

Only used after obtaining your explicit consent where legally required.

You can change or withdraw your cookie preferences at any time through your browser settings or the cookie banner available on our website.

Disabling cookies may affect certain website functionalities.

Article 12 – Social Media

Jimmy Shy Media maintains a professional presence on social media platforms.

Currently this includes:

- Instagram
https://www.instagram.com/jimmyshy_unleashed

Interactions through social media platforms are subject to the privacy policies of the respective platform providers.

Please note that any information voluntarily shared through social media may become publicly visible depending on your own privacy settings.

Jimmy Shy Media is not responsible for the privacy practices of third-party social media platforms.

Article 13 – Photography, Video & Audio Recordings

As part of our services, Jimmy Shy Media may create photographs, video recordings, audio recordings, drone footage, interviews and behind-the-scenes content during productions.

These recordings may include individuals participating in events, interviews, productions or commercial assignments.

Where required by law, Jimmy Shy Media will obtain the necessary permissions before recording or publishing identifiable individuals.

Clients are responsible for informing attendees, employees, participants or guests that recordings may take place when this forms part of the agreed production.

Jimmy Shy Media will always make reasonable efforts to respect the privacy of individuals appearing in our productions.

Article 14 – Portfolio & Promotional Use

Unless otherwise agreed in writing before production begins, Jimmy Shy Media reserves the right to use completed productions for promotional purposes.

Promotional use may include publication on:

- Our website
- Instagram

- Showreels
- Client presentations
- Awards and competitions
- Educational presentations
- Marketing materials
- Future business proposals

Where confidentiality agreements or Non-Disclosure Agreements (NDAs) apply, Jimmy Shy Media will fully respect those agreements.

If the Client requires complete confidentiality, this must be agreed upon in writing before production commences.

Article 15 – Third-Party Websites

Our website may contain links to third-party websites or online services.

This Privacy Policy applies solely to Jimmy Shy Media.

We are not responsible for the privacy practices, security measures or content of third-party websites.

We recommend reviewing the privacy policies of any external websites you visit.

Article 16 – Children's Privacy

Jimmy Shy Media does not knowingly collect personal data from children under the age of 16 without the consent of a parent or legal guardian.

If we become aware that personal data of a child has been collected without the appropriate consent where required, we will delete such information as soon as reasonably possible.

Article 17 – Changes to this Privacy Policy

Jimmy Shy Media reserves the right to amend this Privacy Policy at any time.

Any changes will become effective immediately upon publication on our website unless otherwise stated.

We encourage visitors and clients to review this Privacy Policy periodically to stay informed of any updates.

The latest version will always be available at:

<https://www.jimmyshy.media>

Article 18 – Contact

If you have any questions regarding this Privacy Policy or the processing of your personal data, please contact us.

Jimmy Shy Media

Website

<https://www.jimmyshy.media>

Email

jimmyshy.media@proton.me

Instagram

https://www.instagram.com/jimmyshy_unleashed

We will always do our best to answer your questions and resolve any concerns regarding your privacy.

Article 19 – Complaints

If you believe that Jimmy Shy Media has not handled your personal data correctly, we would appreciate the opportunity to resolve the matter with you first.

If we are unable to reach a satisfactory solution, you have the right to lodge a complaint with your national Data Protection Authority or any other competent supervisory authority under applicable privacy legislation.

For individuals located within the European Union, further information can be found through the European Data Protection Board or your local supervisory authority.

Article 20 – Governing Law

This Privacy Policy shall be governed by and interpreted in accordance with the laws of the Netherlands.

Where mandatory local privacy legislation provides additional rights to individuals residing outside the Netherlands, those rights shall remain unaffected.

Version Control

Privacy Policy

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Effective Date: **10 July 2026**

This Privacy Policy replaces all previous versions.

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No part of this Privacy Policy may be reproduced, distributed or modified without the prior written permission of Jimmy Shy Media, except where required by applicable law.

Final Statement

Jimmy Shy Media believes that trust is built through transparency.

We are committed to handling personal data responsibly, ethically and securely while maintaining the highest standards of professionalism in every production we undertake.

Your privacy matters to us, and we will always strive to protect it with the same care and dedication that we bring to our creative work.