



Privacy Policy

Icarus Media Ltd is a registered UK company (12748972)

We do; use your personal data to help us provide a great experience for you and your company, this includes tailoring information we share to ensure you find it relevant, useful and timely.

We do; respect your privacy and we as a company work hard to ensure we meet strict regulatory requirements.

We Don't: sell personal data to third parties.

We'll always protect your personal data and, as part of this, we regularly review our privacy notice so that you can see how we use your data and what your options are. If there are any further changes to the 'General Data Protection Regulation' (GDPR) or related laws, we may may need to amend this statement in the future.

Index

1. Who we are
2. What personal data do we collect
3. How we use your data

4. How we secure your data
5. Disclosing and sharing
6. Keeping your information
7. Your data protection rights

1. Who we are

Icarus Media Ltd is a private limited company, we work with a network of associates, collaborators, consultants and contractors.

2.

“Personal Data” means any information about a person that can be used to identify that person, it does not include data where the identity has been removed (anonymous data). We may collect, use, store and transfer different kinds of personal data about you, which we have grouped together as follows.

- **Identity Data** includes first names, last names, username or similar identifier, title, job title and employer, photograph/identity documents (where necessary for identification when attending functions or for security).
- **Contact Data** includes postal address, email address and telephone numbers and corporate contact details including “direct dial or office address”
- **Public Data** Includes information we collect when providing our services to our clients, which may include data that is public or is contained on public data sites such as LinkedIn, company register websites and our clients’ websites, including information about whether you may be connected with a person listed on government sanction lists.

- **Service Data** Includes information we collect when providing our services to our clients, which includes personal data collected as part of surveys carried out by Icarus Media Ltd in the course of performing its services including identity data, contact data and information such as occupation and income.
- **Correspondence Data** includes personal data we obtain as a result of our correspondence, including personal data contained in feedback and complaints, the progress of complaint resolution.
- **Financial Data** Includes bank account and payment card details where necessary to conclude or perform contracts with you.
- **Marketing and communications Data** Includes your preferences in receiving marketing materials from us and our third parties and your communication preferences.
- **Technical Data** Includes internet protocol IP address, your login data for our websites and other online services, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website and information about you use our website.

2. What survey Data do we collect

Privacy or personal Data is an important consideration for any UAV survey where images of property and people may be collected through the nature of the survey or inadvertently. The collection of such data will fall within the General Data Protection Regulations (GDPR) and is considered with the CAA Guidance (CAP,2020)

Pre-flight planning: consideration is required to ensure that the privacy of residents, people and personal property at pre-flight stage. This will allow the opportunity to actively avoid or determine alternate survey methods and where privacy may be an issue determine a solution to minimise any possible impact.

During Operations; circumstances may change on site. The Field operator is required to be vigilant to avoid where possible any privacy related issues and be sensitive to local needs.

Data processing: any images inadvertently collected or otherwise that maybe considered private where an individual could be identified, then the image should be blurred or removed from the survey collection. If any private property owner has expressly refused permission, then the images relating to the property will be removed prior to processing or publishing.

While privacy and protection issues are normally related to photography images local residents or people on or adjacent to the survey area may not be in a position determine if a drone is installed with a photography camera or Lidar or spectral survey sensor. The site operator will be sensitive to on site requests and where possible communicate the nature and purpose of the survey being undertaken.

A number of signs (Drone survey in Progress) with a contact number are typically placed at key access locations.

3. How do we use your data?

The table below set out the purpose for which The Drone Ranger Ltd May process your personal data, and the lawful grounds for that processing. Depending on the purpose/s for which we are processing your data, we may do so under more than one lawful ground.

Purpose / Activity	Lawful grounds for processing
To communicate with you and to process and respond to correspondence from you	To comply with the law
To register you as a new client	To help us meet our contractual obligations to you

To contact you where we need to, when its within our legitimate interest to do so.	
	To comply with the law
To manage you as a new client	To help us meet our contractual obligations to you

Purpose / Activity

To communicate with you and to process and respond to correspondence from you

Lawful grounds for processing

To comply with the law

To help us meet our contractual obligations to you

To contact you where we need to, when its within our legitimate interest to do so.

Purpose / Activity

To register you as a new client

Lawful grounds for processing

To help us meet our contractual obligations to you

Purpose / Activity

To help us keep meet our contractual obligations to you, to help keep our records updated and to provide our services, when it is within our legitimate interests to do so.