

Privacy Policy for Scene That

Last Updated: 9th March 2026

Welcome to Scene That, We respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, share, and protect your information when you use our website, mobile application, and services (collectively, the "Service").

1. Who We Are

For the purposes of the UK GDPR and other applicable data protection laws, SCENE THAT LTD is the "data controller" of your personal information. If you have any questions, you can contact us at Team@scene-that.com.

2. Information We Collect

We collect data to provide, personalise, and improve your experience on Scene That. The types of information we collect include:

- **Account Data:** When you register, we collect your name, email address, password, and Date of Birth (to verify you meet our minimum age requirement of 13).
- **Profile and Usage Data:** We collect data about your interactions with the Service. This includes the scenes you watch, your ratings, your comments, the categories you create, and your general viewing habits.
- **Technical Data:** We automatically collect certain information when you access the Service, such as your IP address, browser type, device type, operating system, and time zone setting.

3. How We Use Your Information

We use your data for the following purposes:

- **To Provide the Service:** To manage your account, verify your age, and allow you to interact with the platform (watch scenes, comment, and rate).
- **AI Profiling and Personalisation:** We use your viewing habits and ratings to build a profile of your preferences. Our artificial intelligence uses this profile to recommend and serve you new clips that match your tastes.
- **To Improve Our App:** To analyse how users interact with Scene That so we can fix bugs, develop new features, and improve our recommendation algorithms.
- **To Communicate With You:** To send you essential account updates, security alerts, and (with your consent) marketing communications.

- **To Maintain Safety and Security:** To monitor for fraudulent activity, enforce our Terms of Service, and ensure our community remains safe.

4. Our Legal Basis for Processing (UK GDPR)

If you are located in the UK or the European Economic Area (EEA), we process your personal data under the following legal bases:

- **Contract:** Processing is necessary to perform our contract with you (e.g., providing the core Service and managing your account).
- **Legitimate Interests:** Processing is necessary for our legitimate interests (e.g., running our AI recommendation engine, improving the Service, and maintaining security), provided those interests are not overridden by your rights.
- **Consent:** Where required, we rely on your consent (e.g., for sending marketing emails or using non-essential cookies).
- **Legal Obligation:** Processing is necessary to comply with the law (e.g., verifying age requirements).

5. Sharing Your Information

We do not sell your personal data. However, we may share your information with:

- **YouTube and Google:** Because our Service utilises the YouTube API, your usage of the video player is also subject to the Google Privacy Policy (<https://policies.google.com/privacy>).
- **Service Providers:** Third-party vendors that help us operate our business, such as cloud hosting providers, analytics services, and email delivery platforms.
- **Legal and Safety:** We may disclose your data if required by law, to respond to legal requests, or to protect the rights, property, or safety of Scene That, our users, or the public.

6. International Data Transfers

Scene That is a global platform. Your data may be transferred to, stored, and processed in countries outside of the UK and the EEA (such as the United States). When we do this, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs) or the UK International Data Transfer Agreement, to protect your data to the same standard required in the UK.

7. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes we collected it for, including satisfying any legal, accounting, or reporting requirements. If you delete your account, we will delete or anonymise your personal data, except where we are required to retain it for legal reasons.

8. Your Data Protection Rights

Depending on your location (including the UK, EEA, and certain US states), you have the right to:

- **Access** a copy of the personal data we hold about you.
- **Correct** any inaccurate or incomplete data.
- **Erase** your personal data ("Right to be Forgotten").
- **Restrict or Object** to our processing of your data (including objecting to AI profiling for recommendations).
- **Data Portability**: Request the transfer of your data to another service.
- **Withdraw Consent**: Where we rely on consent, you can withdraw it at any time.

To exercise any of these rights, please contact us at [Your Contact Email Address].

9. Children's Privacy

Our Service is not directed to children under the age of 13. We require your Date of Birth upon registration to ensure compliance. We do not knowingly collect personal data from children under 13. If we become aware that a child under 13 has provided us with personal data, we will take steps to delete that information immediately.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any material changes by posting the new policy on this page and updating the "Last Updated" date.

11. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at: Team@scene-that.com