

Data Protection Policy

Pithos Media -- a brand of HOPE INSIDE LIMITED

Document	Data Protection Policy
Brand	Pithos Media
Registered entity	HOPE INSIDE LIMITED
Company number	17228483 (registered in England and Wales)
Website	https://pithosmedia.co.uk
Data Protection Lead	Ian Irving
Contact	DPO@pithosmedia.co.uk
Effective from	19 May 2026
Version	1.0

1. Who we are

Pithos Media ("Pithos", "we", "us") is the publishing and media-production brand of HOPE INSIDE LIMITED, a company registered in England and Wales (company number 17228483). We produce books, audiobooks, narrated YouTube content, original music, and short-form video.

We are the **data controller** for personal data collected through this website, from people who buy our titles directly, from subscribers to our newsletter, and from collaborators we engage on production work.

For titles sold through third-party platforms (Amazon KDP, ACX / Audible, Findaway, YouTube, etc.), the platform is itself a data controller for purchaser data; we receive only the aggregated sales / royalty reporting they choose to share with us.

2. What personal data we collect

From visitors to this website

- IP address, browser, device, referrer, pages viewed (server logs and analytics cookies, where consented to).
- Information you submit through the enquiry form: name, email, the title or service you are enquiring about, your message.

From newsletter subscribers

- Email address, optional name, the brand list subscribed to, engagement metrics.

From direct customers (where applicable)

- Identifying + payment information (payment handled by Stripe or PayPal; we do not store payment instrument data).
- Transaction history.

From collaborators (narrators, illustrators, designers, editors)

- Identifying + contracting + payment information.
- Work-product correspondence.

From people who appear in our content

- Where you appear in an interview, contribute a quote, or have your voice / likeness used in any production, we hold the corresponding release / consent paperwork.

We do not knowingly collect special-category data.

3. How we use your data (purposes and lawful basis)

Purpose	Lawful basis (UK GDPR Art. 6)
Replying to enquiries	Legitimate interests (Art. 6(1)(f))
Direct-to-customer sales (where offered)	Performance of a contract (Art. 6(1)(b))
Newsletter / release-update emails	Consent (Art. 6(1)(a)) -- withdrawable any time
Engaging collaborators on a production	Performance of a contract
Using a contributor's likeness / voice / quote in published work	Consent (Art. 6(1)(a)); collaborators sign a release
Royalty + commission accounting	Legal obligation; performance of a contract
Investigating misuse of our content (DMCA, takedowns)	Legitimate interests
Statutory tax + accounting	Legal obligation

4. Cookies and analytics

The cookie banner on first visit explains the choices. You can change them via the "Cookie preferences" link in the footer.

Cookie	Purpose	Type	Set by
Strictly necessary	Site navigation, security	First-party	Pithos Media
Analytics (if accepted)	Aggregate visitor counts	Google Analytics	Google
Marketing (if accepted)	Mailchimp campaign click-tracking	Mailchimp	Mailchimp
YouTube embed (if you choose to play)	Embedded video playback	YouTube (Google)	Google

5. Who we share your data with (processors and downstream services)

Processor	Role	Data shared	Location	Their privacy notice
Amazon KDP	Ebook + print-on-demand distribution	Title metadata, royalty bank details, identifying information we provide as publisher	US / globally	https://www.amazon.com/gp/help/customer/display.html?nodeId=GX7NJQ4ZB8MHFRNJ
ACX / Audible (Amazon)	Audiobook distribution + royalty share	Title + narrator + royalty data	US / globally	(As above)

Processor	Role	Data shared	Location	Their privacy notice
Findaway Voices (Spotify)	Audiobook wide distribution to non-Audible retailers	Title + narrator + royalty data	US	https://www.findawayvoices.com/privacy-policy
YouTube (Google)	Long-form + short-form video distribution; channel analytics	Channel + video metadata; aggregate viewer analytics	Per Google's regional configuration	https://policies.google.com/privacy
Microsoft (Microsoft 365)	Email + project document hosting	Inbound + outbound correspondence	EU + UK datacentres	https://privacy.microsoft.com
Google (Workspace, Drive, Imagen, Veo)	Production tools: design + image + video generation, document storage	Project assets we author + AI-generation prompts	Per Google's regional configuration	https://policies.google.com/privacy
Mailchimp (Intuit)	Newsletter + release-update emails	Name, email, engagement metrics	US (UK IDTA + SCCs)	https://mailchimp.com/legal/privacy/
Anthropic (Claude AI)	Drafting, editing, summarisation, research synthesis -- under human-in-the-loop (see AI Policy)	Text submitted to AI	US (UK IDTA + SCCs); zero-retention API path	https://www.anthropic.com/legal/privacy
ElevenLabs	Voice cloning + narration for our audiobook + YouTube production	Voice samples we have licensed; text submitted for synthesis	US (UK IDTA + SCCs)	https://elevenlabs.io/privacy-policy
Suno	AI music generation for video / audiobook backing tracks	Text prompts	US	https://suno.com/privacy
GitHub (Microsoft)	Source-control of our publishing tooling; not customer or collaborator personal data	None of your personal data	--	--

Processor	Role	Data shared	Location	Their privacy notice
StackCP (20i / Easyhost)	Web-site hosting	Server logs, form submissions	UK datacentres	https://www.20i.com/legal/privacy-policy
PayPal / Stripe	Direct sales + collaborator payments	Name, payment metadata	EU + US (UK IDTA + SCCs)	https://www.paypal.com/uk/legalhub/privacy-full , https://stripe.com/privacy
HMRC	Statutory tax reporting	As required by tax law	UK	https://www.gov.uk/government/organisations/hm-revenue-customs/about/personal-information-charter
PRS for Music / MCPS / PPL (where applicable)	Music-rights licensing	Track metadata + royalty data	UK	Society's own notice
Our accountants	Bookkeeping + year-end accounts	Invoice + royalty data	UK	Their own privacy notice on request

International transfers

Where personal data leaves the UK to a country not subject to a UK adequacy decision, we rely on the UK International Data Transfer Agreement (IDTA) or the UK Addendum to the Standard Contractual Clauses, plus a transfer risk assessment.

6. How long we keep your data

Category	Retention
Website enquiries	24 months from last contact
Direct-customer records	6 years (legal limitation + HMRC)
Newsletter subscribers	Until consent withdrawn or 24 months disengagement
Collaborator contracts + releases	Life of the work + 6 years
Royalty + commission records	6 years from end of tax year
AI-generation prompts + outputs	Until the work ships + 12 months; archived after that
Server logs	90 days
Backups	Rotated 30/90/365 days, encrypted

7. Your rights

You have the right to access, rectify, erase, restrict, port, object, or withdraw consent. Email **DPO@pithosmedia.co.uk**. We respond within one calendar month.

For content already published in a third-party distribution platform (e.g. an audiobook already live on Audible), erasure is constrained by the platform's processes; we will use reasonable endeavours to coordinate the takedown but cannot unilaterally erase customer-purchase records held by the platform.

You can complain to the **Information Commissioner's Office** at <https://ico.org.uk> or 0303 123 1113.

8. Security

MFA on all admin and platform accounts. Full-disk encryption on devices that hold production assets and collaborator records. Encrypted backups. Role-based access to production assets. Logging with periodic review.

Personal-data breaches likely to result in a risk to your rights are reported to the ICO within 72 hours.

9. Automated decision-making and profiling

We do not make decisions about you that have legal or similarly significant effects using solely automated means. AI tools assist drafting, editing, and production under human-in-the-loop oversight. See the separate **AI Policy**.

10. AI-generated content and voice

Where AI tools are used in producing a title (text drafting, image generation, voice synthesis, music generation), the human author / producer / narrator named on the title remains accountable for the work. Where the AI used a licensed reference voice, the voice owner has signed a release; we do not clone voices without permission.

11. Children's data

Our titles may be authored for child or family audiences; the website itself is directed at adult purchasers + collaborators. We do not knowingly collect personal data of children under 13 from the website.

12. Changes to this policy

Updated when our processing or processor list materially changes. The current version is dated at the top.
