



KING OF SUNSHINE PRODUCTIONS PRIVACY POLICY

INTRODUCTION

This policy explains what data we collect about you and why, how we use it and who we share it with, as well as your rights as a data subject. Your information is very important to us, and we will look after it in line with all laws and regulations relating to the protection of personal data, including the General Data Protection Regulation ((EU) 2016/679).

It is important that you read this privacy policy together with any additional privacy policies or notices we give you, so that you are fully aware of how and why we are collecting and using your data. This privacy policy supplements these other notices (if provided) and is not intended to override them.

We may update this privacy policy from time to time and will post any changes on our website so it's a good idea to check www.kingofsunshineproductions.com from time to time.

This privacy policy was last updated in May 2018.

WHO ARE WE?

Any reference to "we", "us", "our" and "King of Sunshine" is to King of Sunshine Productions Limited (company no. 12250870). We are known as the "data controller" of your personal data and you can contact us at hello@kingofsunshineproductions.com or write to us at Data Protection Officer, King of Sunshine Productions, 30 Moorfield Road, Salford, Manchester, M6 7QD for more information about how we process your data, including how to exercise your rights as a data subject.

WHAT PERSONAL INFORMATION DO WE PROCESS ABOUT YOU?

The information we process may include your name, address, email address, IP address, gender, date of birth, age, phone number, passport details or other national identifier, driving licence, your national insurance or social security number and income, employment information and details about your previous roles and personal history. We collect information about you from a number of sources, including from you directly. See below for more information.

1. Information that you give us:

- from any documentation that you complete when you apply for a role or part in, or contribute to, a programme or film when you provide it to us in correspondence and conversations (e.g. application telephone interviews, pre-filming questionnaires and release forms);
- when you apply, participate or contribute to a programme or film, and you provide information which is relevant to your application or contribution. The information will be dependent on the nature of the programme or film, but where relevant this could also include special category data such as medical information, political opinions, sexual orientation and where relevant your criminal history. The nature of the programme and the information which we will be asking you for will be explained to you in advance; and
- with your consent, we will pass your email address to Silvermouse and Soundmouse who may contact you as part of the television industry's commitment to monitoring diversity as part of the Diamond project. This is the diversity monitoring system managed by the Creative Diversity Network

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Company No. 12250870 / VAT No. 360 1641 30

(CDN) on behalf of UK broadcasters BBC, ITV, Channel 4, Channel 5 and Sky. You can find out more about Diamond here: <http://creativitydiversitynetwork.com/diamond-contributors/>.

2. Information we obtain from others:

- publicly available and accessible directories and sources;
- social media platforms, including Facebook, Instagram, Twitter, LinkedIn;
- subscription only databases such as Factiva, Lexis Nexis and Reuters;
- governmental and competent regulatory authorities to whom we have regulatory obligations;
- agents and production companies;
- fraud prevention and detection agencies and organisations; and
- where we need to do so for regulatory purposes, and this is in the public interest, crime enforcement and criminal records agencies such as Disclosure Scotland and uCheck.

HOW DO WE USE THIS INFORMATION?

We collect information about you to assess your suitability to contribute and participate in a programme or film. If you are selected to participate in one of our programmes or films, we will use the personal information you have provided to us for the purposes of developing, producing, distributing, and administering the programme or film you have chosen to participate in.

Your personal information will not be used for any marketing or sales purposes. However, we may, subject to your agreement, contact you about other programmes or films we think you may be interested in.

However we use your information, we will make sure that such use complies with all laws and regulations relating to the protection of personal data. Such laws and regulations allow us to use personal data for a variety of reasons. These include:

- in order to perform our contractual obligations with our clients, customers, and suppliers;
- where we have obtained your consent;
- in order to discharge our legal and regulatory obligations;
- in order to establish, exercise or defend our legal rights or for the purpose of legal proceedings;
- as is necessary for our legitimate business interests, such as:
 - allowing us to effectively and efficiently manage and administer the operation of our business (being the development, production and distribution of television programmes and films);
 - to commercially make full use of either the entire programme, film, or clips thereof in the UK and around the world, for the period in which we have rights in the programme or film. We also keep an archive copy of the programme or film after our rights have expired;
 - to share with our professional advisors and/or the commissioning entity or commissioning broadcaster that we are producing the programme or film for, any co-producer that we are producing the programme or film with, and/or any financier of the programme or film;
 - maintaining compliance with internal policies and procedures; and
 - monitoring the use of our intellectual property.

Information we collect about you when you visit and use our website will be used by us to ensure our website is presented in the most effective way for you and your computer, and for internal record keeping. For more information see COOKIES below.

WHO DO WE SHARE YOUR INFORMATION WITH?

Your information will be used by the relevant production team for the purposes of producing the programme or film. It may also be shared internally with the business affairs team to prepare contractual documentation or provide legal advice, and with any other in-house teams involved in commercial exploitation such as the finance teams where a payment is required, the distribution team, and the health and safety and insurance teams if their advice is required.

We may pass your information to our third-party service providers such as agents, subcontractors, and other associated organisations for the purposes of facilitating your application for and inclusion in a programme or film you are interested in taking part in. However, when we use third party service providers, we disclose only those elements of your information that are necessary to deliver the required service.

We will not share your personal information with any third parties, unless you give us your consent to do so, or we are authorised to do so by law.

DATA STORAGE AND RETENTION

We do not retain your information for longer than necessary for the purpose it was collected. We keep your personal data for as long as it is required by us for our legitimate business purposes, to perform our contractual obligations, or where longer, such longer period as is required by law or regulatory obligations which apply to us.

In general we keep your information only for the period we have legal rights to exploit the programme that your information relates to. We will usually delete your personal information at the end of that period, but it is likely this period will be a minimum of 6 years.

DIVERSITY MONITORING

King of Sunshine contributes to an industry-wide television diversity monitoring initiative called Diamond. The Diamond Project uses personal information regarding on and off-screen contributors to programmes to report on the diversity of TV production in the UK.

If you have provided us with your email address (unless you have asked us not to) we will share this with Creative Diversity Network Limited (CDN), Soundmouse and Silvermouse and you will be invited to participate in the Diamond Project.

The company running the Diamond Project will contact you to ask whether you are willing to contribute to the project by providing certain information regarding your diversity characteristics such as gender, ethnicity, disability, age, gender identity and sexual orientation. This information is collected, processed, and stored anonymously on the Diamond system, with the relevant data being jointly controlled by the main UK broadcasters including the BBC, ITV, Channel 4, Channel 5, CDN and Sky. If you provide Diamond with your diversity data, they will issue you with a separate privacy notice.

ACCESSING YOUR INFORMATION

You have rights when it comes to how we handle your personal information. These rights include:

- The right to be informed;
- The right of access;
- The right to rectification;
- The right to erasure;
- The right to restrict processing;
- The right to data portability;
- The right to object;
- Rights in relation to automated decision making and profiling.

If you would like a copy of some or all, of your personal information, please contact us directly using the contact details below. If we cannot comply with your request to exercise your rights, we will usually tell you why.

There will not usually be a charge for handling a request to exercise your rights.

COOKIES

A cookie is a small file of letters and numbers that we put on your computer. We use cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website; in order to tailor it to our visitors' needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of our website.

LINKS TO OTHER WEBSITES

Our website may, from time to time, contain links to and from other websites. If you follow a link to any other website, please note that these websites may have their own privacy policies and we do not accept any responsibility or liability for these policies.

OUTSIDE THE EEA

We use certain third-party companies to distribute our programmes on our behalf. These third-party companies are only allowed access to your information as is necessary to perform this function. They are not allowed to use it for any other purpose.

Some of these third-party companies are either located and/or operate outside the European Economic Area. Where we share your information with such companies, we will take all steps necessary under GDPR to ensure that your information is treated securely and in accordance with this privacy policy.

CHANGES TO OUR BUSINESS

If we become involved in a merger, acquisition, restructuring, reorganisation or other transaction involving the sale of some or all of our assets, then your information may be included in the assets which are transferred to the new owner and may be provided to the entities and advisors involved.

If there are changes to our business (such as a reorganisation or restructuring), your personal information will remain subject to this privacy policy (as amended from time to time). However, where your personal information is transferred to a new owner following a merger or acquisition, it may be subject to a different privacy policy. We, or the new owner, will provide notice to you (where practicable) before any of your personal information becomes subject to a different privacy policy.

CHANGES TO OUR PRIVACY POLICY

We keep our privacy policy under regular review, and we may change it from time to time. Any updates will be posted on this webpage.

This policy was last updated in May 2018.

HOW TO CONTACT US

If you have any questions about our privacy policy or the information that we hold about you, please contact us at:

- Data Protection Officer, King of Sunshine Productions Limited, The Oaks, 30 Moorfields, Salford, Manchester; or
- hello@kingofsunshineproductions.com with "FAO Data Protection Officer" in the subject heading.

INFORMATION COMMISSIONER'S OFFICE (ICO)

The ICO is the UK's independent body set up to uphold information rights.

If you are unhappy about the way in which your information has been handled, you are able to contact the ICO at www.ico.org.uk/concerns.