

PRIVACY POLICY

1. INTRODUCTION

In this privacy policy any reference to **we, us, our** and **Chwarel** is to Chwarel Cyfyngedig Limited is a company registered in England and Wales (company number 04210542) with its registered office at Lon Cefn Cwrt, Criccieth, Gwynedd, LL52 0EY.

We are a UK based television production company and your personal information is very important to us. This privacy policy concerns the personal information of people who are applicants, participants or contributors who we are considering, or have decided, to include in a programme.

We have set out below the information we collect about you and how we use that information. We will collect, process and retain any personal information collected from you in accordance with all laws and regulations relating to the protection of personal data, including the General Data Protection Regulation ((EU) 2016/679) (**GDPR**).

2. WHAT INFORMATION DO WE COLLECT 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 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, and you provide information which is relevant to your application or contribution. The information will be dependent on the nature of the programme, 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 (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.

3. HOW DO WE USE THIS INFORMATION?

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

- to commercially make full use of either the entire programme or clips from the programme in the UK and around the world, for the period in which we have rights in the programme;
- to share with our professional advisors and/or the commissioning entity or commissioning broadcaster that we are producing the programme for, any co-producer that we are producing the programme with, and/or any financier of the programme;
- 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.

4. WHO DO WE SHARE YOUR INFORMATION WITH?

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

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 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.

5. 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.

6. DIVERSITY MONITORING

Chwarel contribute to an television industry-wide 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.

7. ACCESSING YOUR INFORMATION

You have rights when it comes to how we handle your 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 to exercise any of your rights in relation to your 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.

8. 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.

9. 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.

10. OUTSIDE THE EEA

We use certain third-party companies to distribute our programmes on our behalf and may also use secure servers operated by third parties to store your information. These third-party companies are only allowed access to your information as is necessary to perform these functions. They are not allowed to use your information for any other purpose.

Some of these third-party companies are either located and/or operate outside the EEA. 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.

11. 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. 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.

12. 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 February 2021.

13. 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, Chwarel Cyfyngedig Limited, Lon Cefn Cwrt, Criccieth, Gwynedd, LL52 0EY.
- enquiries@chwarel.com with "FAO the Data Protection Officer" in the subject heading.

14. 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.