



W A Y W A R D
M A N A G E M E N T

PRIVACY POLICY

This Privacy Policy outlines how Wayward Management Ltd collects and uses the information it is provided, and how it is kept secure and protected. Wayward Management Ltd is a UK registered Limited company with registration number 15550806. Wayward Management Ltd is registered with the ICO - registration reference: ZB683158 and acts in compliance with Data Protection Legislation (UK GDPR and Data Protection Act 2018).

If you have concerns or questions about the way we have handled your personal data, we encourage you to contact us and we will seek to resolve any issues or concerns you may have. Please contact us at info@waywardmanagement.com

Data collection - Talent (including prospective talent)

Data Wayward Management may collect: Your name, address, contact details, education and employment history, identification documentation, contact details for next of kin / emergency point of contact, banks details and identifiers such as National Insurance number, images / videos of you, applications, reviews, notes and records of your progress. Special Data where applicable – Wayward Management is an inclusive modelling agency, also representing models from ethnic minority backgrounds, with disabilities, visible differences and special educational needs. Special data includes but is not limited to racial or ethnic origin, genetic data, data concerning health or disability. Data is collected via email, telephone correspondence, sign up documentation forms, and publicly available sources such as magazines, press articles, documentaries and social media.

How Wayward Management may use this personal data under the UK GDPR and Data Protection Act 2018: Legitimate Interests - Internal administration and management purposes, contract, assessing suitability / eligibility as talent, fulfilling our contractual obligations to talent and/or clients. Legal - Fulfilling legal obligations to talent and/or clients. Employment - Article 9(b) - Condition for processing Special Category data as listed above. Where relevant, Wayward Management may disclose talent personal data to clients where necessary to fulfil contractual obligations, and other third parties such as legal/professional advisers and government departments.

Length of time Wayward Management will retain data:

Talent personal data relevant to the purpose shall be kept for up to 14 years, remain up to date, and data that is no longer necessary shall be destroyed.

Data collection - Clients (including prospective clients)

Data Wayward Management may collect: Your name and business information, email address, phone number, payment details. Data is collected via email and telephone correspondence, via our accounts team to collate supplier information when engaged in bookings, publicly available sources such as magazines, press articles, documentaries and social media.

How Wayward Management may use this personal data under the UK GDPR and Data Protection Act 2018: Legitimate Interests, Internal administration and relationship management purposes, Commercial (eg credit worthiness), Fulfilling our contractual and legal obligations to you / clients. We may periodically send promotional emails about special offers or other information which we think you may find interesting. Where relevant, Wayward Management may disclose client data to talent where necessary to fulfil contractual obligations, and other third parties such as legal/professional advisers and government

departments.

Length of time Wayward Management will retain data:

Talent personal data relevant to the purpose shall be kept for up to 6 years, remain up to date, and data that is no longer necessary shall be destroyed.

Data collection - Website Users

Data Wayward Management may collect: Name, Contact information including email address, business information, demographic information such as postcode, preferences and interests.

How Wayward Management may use this personal data under the UK GDPR and Data Protection Act 2018: We require this information to understand your needs and provide you with a better service, and in particular for the following reasons: Internal record keeping. We may use the information to improve our products and services. We may periodically send promotional emails about special offers or other information which we think you may find interesting using the email address which you have provided. From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, or mail. We may use the information to customise the website according to your interests.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer 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 the website.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information held about you under the Data Protection Act 1998. If you would like a copy of the information held on you please email info@waywardmanagement.com. If you believe that any information we are holding on you is incorrect or incomplete, please email info@waywardmanagement.com as soon as possible. We will promptly correct any information found to be incorrect.