

**THE PROTECTION OF PERSONAL INFORMATION ACT
PRIVACY POLICY FOR HEY JUDES MODEL AGENCY (PTY) LTD**

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HEY JUDES MODEL AGENCY (PTY) LTD

POPI COMPLIANCE OFFICER

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Hey Judes Model Agency (Pty) Ltd adheres to the highest standards of protecting your personal information as a model, talent or any other data subject when we process your information for use on our booking system (www.portfolipad.com), systems that our clients use including, but not limited to www.youmeandco.com our website www.heyjudes.co.za any of its related applications and or websites. We understand the importance of your personal information, and assure you the processing of such will be dealt with in a professional manner and safeguarded to the best of our ability. This privacy policy has been implemented for you to understand how your personal information is safeguarded and your privacy respected by the company in compliance with POPIA.

Please note for all MINORS – the minors parent / guardian is responsible for understanding and agreeing to the POPIA privacy policy, and how their child/ren's information is processed.

By providing the agency with your information (contact details, tax and ID numbers, sizes etc.) or completing any forms or agreeing to be proposed to clients for bookings, you are agreeing to the privacy policy and how personal information is processed by Hey Judes as well as our clients. We provide information on our models / talent to our clients, and in such instances the clients privacy policies apply.

Please ensure that personal information is correct and accurate, and that Hey Judes is updated should there be any changes. It is essential to have accurate information for the safety of models / talent as well as to ensure the integrity of the information that we hold on our models / talent. Hey Judes will not be held liable for any incorrect personal data we hold if updated, accurate information is not supplied.

Third party links and applications. Should you click on a third-party link / website / application (through the Hey Judes website, applications or recommendation) we cannot control or be responsible for their privacy policy. Please refer to the privacy policies on any third-party links that you engage in.

Personal data / personal information refers to any information about an individual from which they can be identified.

We collect / store / transfer the following kinds of data on our models / talent

Photographic/ Video Data – video clips, polaroids as well as high-res images

Contact Data – contact numbers, email addresses of talent as well as emergency contacts and parents / guardians in the case of minors (as well as the personal data of the parent / guardian in the case of minors)

Identity Data - full legal names, model name (where applicable), date of birth, gender, ethnicity, identity documents / birth certificates, passports (and copies of visa's where applicable) drivers' licence (where applicable)

Medical Data – allergies, dietary requirements, contact lenses (and other if applicable to the model / talent needed to work in our industry)

Stats & skills – measurements needed for clients (Height, waist etc.), skills, talents, information regarding availability for bookings, passport status etc.

Technical data & social media – email addresses, whatsapp contact details, social media handles etc.

We collect / store / transfer the following kinds of data on our clients

Company / Identity Data - including company name/s, website addresses, registration information and VAT numbers

Contact Data - email address, physical address and contact numbers (landline and / or mobile) of the company as well as the employees therein who assist with the facilitating and coordinating of models for castings / shoots as well as the financial department. This refers to full time employees as well as freelance workers

Financial Data - banking details, VAT number, vendor number, purchase order information, job numbers and SARS reference numbers

Technical Data – website addresses, and any devices used to access website

We collect / store / transfer the following kinds of data on our suppliers / contractors or freelancers that provide a service to us

Company / Identity Data - including company name/s, website addresses, registration information and VAT numbers

Contact Data - email address, physical address and contact numbers (landline and / or mobile) of the company as well as the employees therein who assist with the facilitating and coordinating of models for castings / shoots as well as the financial department. This refers to full time employees as well as freelance workers.

Financial Data - banking details, VAT number, vendor number, purchase order information, job numbers and SARS reference numbers

Technical Data (if applicable) – website addresses, and any devices used to access website

We collect / store / transfer the following kinds of data on our potential models / the public that contact us via website, email, telephone social media platforms, meetings (and any other ways of contacting us)

Photographic/ Video Data – video clips, polaroids as well as high-res images

Contact Data – contact numbers, email addresses of talent as well as emergency contacts and parents / guardians in the case of minors (as well as the personal data of the parent / guardian in the case of minors)

Identity Data - full legal names, model name (where applicable), date of birth, gender, ethnicity, identity documents / birth certificates, passports (and copies of visa's where applicable) drivers' licence (where applicable)

Medical Data – allergies, dietary requirements, contact lenses (and other if applicable to the model / talent needed to work in our industry)

Stats & skills – measurements needed for clients (Height, waist etc.), skills, talents, information regarding availability for bookings, passport status etc.

Technical data & social media – email addresses, whatsapp contact details, social media handles etc.

Personal information is collected in the following ways

Completing online forms

Interaction on social media platforms (eg. Instagram, facebook)

Supplied at time of joining in person

Information supplied by agencies in other cities / countries (eg foreign models travelling to Cape Town)

Personal data is used to procure work / bookings for models and talent & to provide a professional service to our clients.

Personal data may be used in marketing to our client base in various forms (emails / website promotion / social media etc.)

Clients' personal data is used to ensure efficient operating (e.g. contact details, vat numbers for invoicing etc)

All personal data is used in the purpose for which it was provided / collected and in compliance with the POPI act.