

# PRIVACY NOTICE

1. INTRODUCTION	
Who are we?	<p><b>EXPECTATION ENTERTAINMENT LTD.</b>, incorporated in England &amp; Wales with company registration number 10456505 and registered office address 8b Ledbury Mews North, London, England, W11 2AF (“<b>we</b>”, “<b>us</b>”, “<b>our</b>”, “<b>Expectation</b>”).</p> <p>This notice also applies to any of Expectation’s group companies.</p> <p>Where we decide the means or purpose of processing your personal data, we are the “data controller”.</p>
What’s this notice about?	<p>This notice explains how we process personal data, as a data controller, when operating our website <a href="http://www.expectationtv.com">www.expectationtv.com</a> (“<b>Website</b>”), when corresponding with you by phone, email, and through our social media channels (together, our “<b>Channels</b>”).</p> <p>This notice applies to all users of our Channels (“<b>Users</b>”, “<b>you</b>”, and “<b>your</b>”).</p> <p>We update this notice from time to time, so Users should check back in on a regular basis. Where appropriate, we will actively notify you.</p> <p>Please note that other websites or services mentioned or linked to on our Website are not operated by us, and you should refer to the privacy policies on those websites to understand how their personal data is being used.</p> <p>This Privacy Notice should be read in conjunction with any other terms of use or end user licence agreement (“<b>Other Terms</b>”) as may be applicable to our Website. Such Other Terms, if any, are available to review on or through our Channels.</p>
What are your rights?	<p>Users have the following rights, although these rights may be limited in some circumstances:</p> <ul style="list-style-type: none"><li>● Ask us to send a copy of your personal data to you or someone else</li><li>● Ask us to restrict, stop processing, or delete your personal data</li><li>● Object to our processing of your personal data</li><li>● Object to use of your personal data for direct marketing purposes</li><li>● Ask us to correct inaccuracies in your personal data</li></ul> <p>If we rely on consent to process personal data you can withdraw consent at any time.</p> <p>To make a request for your rights, please let us know by sending an email to the email address set out in the next section below.</p> <p>You also have the right to submit a complaint to a supervisory authority. For example, in the UK, you can get in contact with the Information Commissioner’s Office: <a href="https://ico.org.uk">https://ico.org.uk</a>. If you live in a European country, you can alternatively submit a complaint to the supervisory authority in your country/state. If you live outside of those territories, you may have a supervisory authority in your country whom you can also turn to.</p>
How do you contact us?	<p>If you have any questions concerning this notice, including how you can exercise your rights, please contact us at: <a href="mailto:alexia@expectationtv.com">alexia@expectationtv.com</a></p>

## PRIVACY NOTICE

2. YOUR PERSONAL DATA AND HOW WE USE IT		
Your data	How we use it	Sources and recipients
<p><b><u>Casting Data</u></b></p> <p>We process the following information for the purposes of casting you, or offering you the opportunity to be casted for our TV productions:</p> <ul style="list-style-type: none"> <li>● Name;</li> <li>● Date of birth;</li> <li>● Residential address and address history;</li> <li>● Any professional history;</li> <li>● Contact information (such as email address and telephone number);</li> <li>● Social media usernames and associated content, including profile pictures;</li> <li>● Personal characteristics and lifestyle information, including information about your health, where you have disclosed such information to us, your right to work in the UK (including nationality and visa details), and results of background checks;</li> <li>● Any photos provided by you;</li> <li>● Any details provided by you or on your behalf for the purposes of casting, such as agent details.</li> </ul>	<p>We process this information because it is necessary:</p> <ul style="list-style-type: none"> <li>● for the purposes of both our and your legitimate interests, being our interests in presenting you with the opportunity to be casted for roles in our TV productions;</li> <li>● to take steps at your request, prior to entering into a contract with you;</li> <li>● to comply with our legal obligations (such as, but not limited to, our obligations to ensure that you are of a suitable age to enter into a binding contract with us).</li> </ul>	<p>We collect this data directly from you and through our Channels (including where we invite you to submit an online application form through our Website).</p> <p>We also collect this data through third party services providers, including Meta, Instagram, X, and third-party casting and recruitment channels and agencies.</p>
<p><b><u>Assessment Data</u></b></p> <p>We process the following information for the purposes of reviewing your personal characteristics and performance skills:</p> <ul style="list-style-type: none"> <li>● Name;</li> <li>● Date of birth;</li> <li>● Residential address and address history;</li> </ul>	<p>We process this information because it is necessary:</p> <ul style="list-style-type: none"> <li>● to take steps at your request prior to entering into a contract (such as to perform obligations under or enter into an agreement relating to your involvement in a TV production, or working with Expectation);</li> <li>● for the purposes of our legitimate business interests, being our interests in assessing your suitability for roles in our TV productions.</li> </ul>	<p>We collect this data directly from you and through our Channels (including where you provide such data to us by submitting an online form through our Website) and third-party casting and recruitment channels and agencies.</p>

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<ul style="list-style-type: none"> <li>● Contact information (such as email address and telephone number);</li> <li>● Social media usernames and associated content, including profile pictures;</li> <li>● Personal characteristics and lifestyle information, including your information about your health, where you have disclosed such information to us, your right to work in the UK (including nationality and visa details), and results of background checks;</li> <li>● Information related to your performance, including feedback, reviews and performances recorded in video format;</li> <li>● Professional information including your performance history, skills, experience, and any other relevant information related to your potential or actual roles in our productions.</li> </ul>		
<p><b><u>Production Data</u></b></p> <p>We process the following information for the purposes of arranging for the creation, sale, distribution, and marketing of TV productions, including pilots, and to plan future TV productions:</p> <ul style="list-style-type: none"> <li>● Name;</li> <li>● Date of birth;</li> <li>● Residential address and address history;</li> <li>● Contact information (such as email address and telephone number);</li> <li>● Social media usernames and associated content, including profile pictures;</li> <li>● Bank details;</li> <li>● Your right to work in the UK, including any passport details and visa details;</li> </ul>	<p>We process this information because it is necessary:</p> <ul style="list-style-type: none"> <li>● for the purposes of our legitimate interests, being our interests in securing the necessary rights to be able to feature you in our TV productions;</li> <li>● for the performance of a contract to which you are party or to take steps at your request prior to entering into a contract (such as to perform obligations under or enter into an agreement relating to your involvement in a TV production);</li> <li>● to comply with our legal obligations;</li> <li>● Enabling the production, distribution and making available to the public of the programme that you are taking part in;</li> <li>● Ensuring the health and safety of you and the workforce, and assessment of your capacity to contribute;</li> </ul>	<p>We collect this data directly from you and through our Channels (including where you provide such data to us by submitting an online form through our Website) and third-party casting and recruitment channels and agencies. We may also collect this data from other third parties we work with.</p>

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<ul style="list-style-type: none"> <li>● Personal characteristics and lifestyle information, including your information about your health, where you have disclosed such information to us, your right to work in the UK (including nationality and visa details), and results of background checks.</li> </ul>	<ul style="list-style-type: none"> <li>● Maintaining appropriate business records.</li> </ul>	
<p><b><u>Verification Data</u></b></p> <p>We process the following information for the purposes of validating your information:</p> <ul style="list-style-type: none"> <li>● Name;</li> <li>● Date of birth;</li> <li>● Social media usernames and associated content, including profile pictures;</li> <li>● Identifiers assigned to your computer or other internet connected device including your Internet Protocol (IP) address;</li> <li>● Residential address and address history;</li> <li>● Contact information (such as email address and telephone number);</li> <li>● Personal characteristics and lifestyle information, including your information about your health, where you have disclosed such information to us, your right to work in the UK (including nationality and visa details), and results of background checks;</li> <li>● Information related to your performance, including feedback, reviews and performances recorded in video format;</li> <li>● Professional information including your performance history, skills, experience, and any other relevant information related to your potential or actual roles in our productions.</li> </ul>	<p>We process this information because it is necessary:</p> <ul style="list-style-type: none"> <li>● for the purpose of our legitimate interests, being to ensure that the data which we collect and use is true, accurate, consistent, and up to date;</li> <li>● to perform our contractual obligations to you or take steps at your request prior to entering into a contract;</li> <li>● to comply with our legal obligations.</li> </ul>	<p>We collect this data directly from you and through our Channels (including where you provide such data to us by submitting your CV to us, or an online form through our Website) and third-party casting and recruitment channels and agencies.</p> <p>We may also collect this data from third parties we work with.</p>

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<p><b><u>Enquiry &amp; Communication Data</u></b></p> <p>We process the following information so that we are able to collect, record, and properly respond to your submissions, enquiries and support requests, or to provide you with information relating to our TV productions (as applicable):</p> <ul style="list-style-type: none"> <li>● Name;</li> <li>● Date of birth;</li> <li>● Social media usernames and (if relevant) associated content, including profile pictures;</li> <li>● Identifiers assigned to your computer or other internet connected device including your Internet Protocol (IP) address;</li> <li>● Residential address and address history;</li> <li>● Contact information (such as email address and telephone number);</li> <li>● Any other information that you submit as part of your submission, enquiry or support request;</li> </ul>	<p>We process this information because it is necessary for the purposes of our and your legitimate interests, being to enable us to respond to your queries, and/or provide you with relevant information.</p>	<p>We collect this data directly from you and through our Channels and our broadcasting and distribution partners.</p>
<p><b><u>Competition Data</u></b></p> <p>We process the following information in order to run competitions, giveaways and raffles carried out in connection with our TV productions:</p> <ul style="list-style-type: none"> <li>● Name;</li> <li>● Contact information (such as email address and telephone number);</li> <li>● Social media usernames and associated content, including profile pictures;</li> <li>● Your image and performance (for example, where the competition is broadcasted or otherwise recorded);</li> <li>● Personal characteristics and lifestyle information, including your information about your health, where you have disclosed such information to us, your right</li> </ul>	<p>We process this information because it is necessary:</p> <ul style="list-style-type: none"> <li>● for our legitimate interest, being to run certain competitions in order to promote our commercial interests and facilitate our business operations;</li> <li>● for the performance of a contract with you (for example, the terms governing the competitions, and arranging for the delivery of the prize);</li> <li>● to comply with our legal obligations (for example, to ensure compliance with applicable laws and regulations governing such competitions, if any).</li> </ul>	<p>We collect this data directly from you and through our Channels and third-party casting and recruitment channels and agencies.</p>

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<p>to work in the UK (including nationality and visa details), and results of background checks;</p> <ul style="list-style-type: none"> <li>● Any other information that you submit as part of your competition entries or submissions;</li> <li>● Any information required to process any prizes won, such as bank details.</li> </ul>		
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### 3. COOKIES, ANALYTICS AND SIMILAR TECHNOLOGIES

Cookies, pixels and other technologies store and access data on your device to help websites and apps work. This table explains their purpose, how long they last, and who else can access their data. We get your consent to use them unless they're essential for our sites, apps or services.

Most browsers allow control over cookies, for more information: [Google Chrome](#) | [Microsoft Edge](#) | [Mozilla Firefox](#) | [Microsoft Internet Explorer](#) | [Opera](#) | [Apple Safari](#).

Cookie/data	Duration	Purpose
ExpectationEnt	90 days	To track your acceptance of this notice.

### 4. STORAGE, TRANSFERS AND DISCLOSURE

Data retention	We hold personal data described in this notice for as long as it is necessary to continue to retain that personal data to achieve the relevant purposes (taking into account the amount, nature, and sensitivity of the personal data, the potential risk of unauthorised access, and legal requirements).
Storage & Transfers	The personal data described in this notice is generally stored in the United Kingdom. Where we transfer personal data internationally, we will implement appropriate measures (where required by data protection laws) in order to safeguard such transfers. For more information please reach out to us using the contact details at the start of this notice.
Disclosure	<p>We may disclose your personal data:</p> <ul style="list-style-type: none"> <li>● Where required by law, government, competent authorities or the courts or to establish, exercise or defend our legal rights, and for the purposes of preventing crime and fraud (for example, we may share personal data with our professional advisors, investigators, or credit reference agencies).</li> <li>● With suppliers and subcontractors, as necessary for the purposes set out in this notice.</li> <li>● With other members of our corporate group and our international network of partners.</li> <li>● If involved in an investment, merger, acquisition, or sale of our organisation or assets, personal data we hold may be shared on the basis of the legitimate</li> </ul>

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	<p>interests of us, our shareholders, customers and other parties to a transaction, unless those interests are outweighed by prejudicial impacts upon you.</p> <ul style="list-style-type: none"><li>• To broadcasters and distributors as necessary for the purposes set out in this notice.</li></ul>
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