

# PRIVACY STATEMENT

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### The £100k Drop (the "Programme")

#### Introduction and main purposes

Endemol Shine UK Limited t/a Remarkable Television ("**Company**" or "**we, us, our**") is the data controller in respect of your personal data and will collect, use and process certain personal information relating to you for purposes connected with your participant agreement that we may in the future enter into with you ("**Agreement**") including managing, administering and complying with the Agreement; assessing your suitability for participation in the Programme; filming your contribution to the Programme and elements of it; producing, broadcasting, distributing, publicising and commercialising the Programme; communicating with you about your contribution to the Programme; contacting you about other Endemol Shine Group shows, products and casting and complying with legal and regulatory obligations.

If you do not provide us with information necessary for the purposes of the Agreement, we may not be able to fulfil our obligations under the Agreement and you may not be able to participate in the Programme.

#### What types of personal data do we collect

##### Personal information

This information may include:

- (i) your name, address and contact details;
- (ii) footage of you;
- (iii) information about your interests, personality, previous appearances on television, family life, job and general knowledge (to help us decide whether you are a suitable contributor for the Programme and decide whether or not to enter into the Agreement with you)
- (iv) a copy of your passport (in connection with any visa, certificate of sponsorship or other permit ("Permits") (where applicable));
- (v) information about your health (to obtain and administer insurance, to arrange and administer any medical treatment you may require and to assess your suitability to take part and continue to take part in the Programme);
- (vi) your ethnicity (for diversity monitoring);
- (vii) any relevant disability you may have informed us about in the application form (to meet our legal obligations)
- (viii) information about any criminal background (for us to meet our statutory and regulatory obligations to safeguard the welfare of you, the other participants and contributors, our employees and freelancers and audience members to assess your suitability to take part in the Programme and to assess the need for and (if required) obtain Permits);
- (ix) information about you that is relevant for inclusion in publicity material; and
- (x) any information you provide as part of the filming and recording of the Programme including personal information relating to your ethnicity, political opinions or religious belief, trade union membership, physical or mental health, sexual orientation, genetic and biometric data ("**Special Category Personal Data**") and criminal background data.

Email Marketing

If you opt in to receive email updates we will use your email address (and other personal information such as your name, age category and general location required to administer your opt in) to:

- (i) send you emails with information about the Programme including events, products and casting for the Programme;
- (ii) send you emails with information about future programmes or series which we and/or any company within the Endemol Shine UK group (“ESG”) (see here for details <http://www.endemolshinegroup.com/labels/>) may develop and/or produce; and
- (iii) send you emails with information about existing and new services, special offers and products from ESG (if any).

You can unsubscribe to this email marketing by either emailing [privacy@remarkable.tv](mailto:privacy@remarkable.tv) or using the unsubscribe option in any of the marketing emails that you receive.

### How we collect your personal data

We will obtain most of your personal information directly from you. We may also conduct background checks to verify personal information about you. These checks could include checks of information that is publicly available online, including information you have made public via social media and checks obtained lawfully from third parties engaged by us for verification purposes such as data intelligence services and any organisation authorised to provide basic criminal history checks. You may also be asked to provide us with documentation to verify personal information provided by you.

### Our legal grounds for collecting and using your personal data

#### Personal data

Our legal grounds for collecting and using your personal information are primarily that it is necessary:

- (i) for the performance of the Agreement (or to take steps to decide whether or not to enter into the Agreement with you), and/or
- (ii) to pursue our legitimate business interests (for example to fulfil contractual obligations to the Programme broadcaster and others), where those interests are not overridden by your rights and freedoms.

In addition, we will also use your personal data where necessary to fulfil our legal and regulatory obligations.

There may also be situations over the course of the Programme where it is necessary to use your personal data to protect your vital interests or the vital interests of another individual.

We also sometimes rely on your consent, for example where you choose to be contacted by us by email for marketing purposes.

#### Sensitive Personal Data

We will use your Special Category Personal Data or criminal background data where necessary for one of the above grounds and where one of the following applies:

- (i) we need to fulfil our legal and statutory rights and obligations (for example, for the health and safety of our programme contributors, staff and others)

- (ii) we need to protect your vital interests or the vital interests of another individual, where you are not capable of giving consent,
- (iii) you have manifestly made the information public (including where you do so when participating in the Programme),
- (iv) for reasons of substantial public interest based on the law (for example where necessary for our health and safety obligations or for the purposes of Ofcom's functions or for insurance purposes), or
- (v) where necessary for you to receive medical treatment from a registered medical professional.

Where we are using your Special Category Personal Data for editorial research purposes only and where one of the above does not apply, we will obtain your consent to our use of your Special Category Personal Data.

### Sharing your personal information

#### People we share your information with

We may share your personal information with the Company's affiliates and group companies, legal and regulatory authorities, insurers, the Company's professional advisors and other third parties such as any potential purchasers of the Company and distributors of the Programme. Your personal information will be broadcast to the public to the extent it is included in the Programme.

We use a company based in Israel called eTribez to build, host and run the Programme application form and they are our data processor for these purposes. We have put in place technical, security and contractual safeguards with eTribez to ensure that they are a trusted supplier for these purposes.

#### International transfers

Some of the people we share your personal data with are based outside of the European Economic Area (EEA). When we send your personal information outside of the EEA to a country not recognised as providing appropriate protections, we put in place appropriate contracts, group agreements or other safeguards to ensure your rights are protected.

### Data retention

Personal information collected about you when you apply, participate or contribute to the Programme will usually be kept by us (unless otherwise required by a legal obligation):

- (i) until the end of production if you are not selected to participate in the Programme; or
- (ii) if you are selected to participate in the Programme until 18 months from the initial broadcast of the Programme or 30 September 2020 whichever is the later.

The exceptions to this are:

- (i) footage of you, personal information contained within the Agreement, any records of your participation in the Programme and information contained in any publicity material which we will keep for as long as necessary for the purposes of the Programme - which may be indefinitely for airing and re-airing the Programme (whether in whole or in part);
- (ii) if you ticked the box in the application form to allow us to keep your completed application form for future series of the Programme (if they happen) then we will keep your application form until 30 September 2020 and may use the information in your application form to contact you about future series and for the same purposes as set out in this Privacy Statement; and

- (iii) If you opted in to email marketing we will keep your email address (and your personal information needed to administer that opt in) for as long as is necessary to send you the relevant marketing emails.

## Your rights

You have certain rights in respect of your personal data which include:

- The right to be informed your personal data is being used (which is what this privacy statement is for).
- The right to access your personal data.
- The right to object to direct marketing.
- The right to object to the use of your personal data.
- The right to withdraw consent to the use of your personal data where consent is being relied on for the processing of your personal data.
- The right to erasure of your personal data.
- The right of data portability.
- The right to have your personal data corrected if it is inaccurate
- The right to have your personal data restricted or blocked.

Please be aware that these rights are not always absolute and there may be some situations in which you cannot exercise them or they are not relevant. Please also be aware that, as explained below, these rights will not apply to the extent that they are incompatible with the Special Purposes.

To exercise any of these rights please contact us by emailing [privacy@remarkable.tv](mailto:privacy@remarkable.tv). You can find out more information about your rights on the Information Commissioner's website [ico.org.uk](http://ico.org.uk). You can also complain to the Information Commissioner if you have any concerns about your personal data.

## The Special Purposes

The General Data Protection Regulation ("**GDPR**") and the Data Protection Act 2018 ("**the Act**") requires us to use your personal data within the legal framework explained in this Privacy Statement and in accordance with your rights under the GDPR (which we explain above).

However, the GDPR and the Act contain an exemption which allows us and the Programme broadcaster not to apply aspects of this legal framework and your rights if they are not compatible with the artistic purposes of the Programme and there is a public interest in broadcasting the Programme. This exemption is known as the "**Special Purposes**". Consequently, please be aware that aspects of the legal framework explained in this Privacy Statement and your rights under the GDPR may not apply where they are not compatible with the Special Purposes.