

PRODUCTIONS PRIVACY NOTICE FOR CONTRIBUTORS

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1. Introduction & who this notice is for?

This Privacy Notice is for all 'contributors' who are involved in making TV programmes or other projects for either ITV Studios Limited (company registration no. 03106525) or the "producer" under the ITV group of companies which includes Twofour Broadcast Limited (company registration no. 02351132). The name of the controller...etc.

You are a contributor if you are:

- On screen talent (actors, writers, presenters or hosts, composers, musicians and other performers)
- Someone who applies to be our participant or in our studio audience (for example, on a gameshow)
- Other people who contribute (for example, interviewees, people who send in videos/photos or where we use your materials/ assets)

This Privacy Notice will also apply to agents or other representatives of the contributors listed above.

This Privacy Notice explains how and why we collect and use your personal information to make our programmes, and sets out your rights.

We update this Privacy Notice from time to time. You will always find the most up to date version at: www.itv.com/studiosprivacy.

The broadcaster or commissioner of your programme will also be a data controller and their privacy notice will also apply to the personal information they process. If the broadcaster or commissioner of your programme is ITV Broadcasting Limited, then the privacy notice here: www.itv.com/broadcastprivacy will apply to the information they hold about you.

2. How can you contact us?

If you have any questions about this Privacy Notice or how we use your personal information, please contact ITV's Data Protection Officer (DPO) via privacy@itv.com. If you prefer, you can write to the DPO by post at: Data Protection Officer, ITV White City, White City Place, 201 Wood Lane, London W12 7RU.

3. What personal information do we collect and use?

It depends on the programme you are involved in and nature of your participation, but we commonly collect and use your: name, contact details (usually phone number and/or email address), gender, date of birth, passport details or other national identifier (e.g. driving licence), address and/or proof of address, national insurance or social security number, bank details, tax status, details about your previous roles or work, background, interests, general knowledge, preferences, opinions, education details, video footage of you or from which you can otherwise be identified, details of your role in an ITVS production, photographic or other still images of you, your professional qualifications or examples of previous work (for example showreel footage).

We may also collect and use types of personal information which are more private and sensitive in nature, such as information about your physical and/or mental health, racial / ethnic origin, political opinions, sex life / sexual orientation, religion, philosophical beliefs, genetics, biometrics, trade union membership and/or information about your criminal record, if any (which may include allegations, proceedings and/or convictions). All these types of information are referred to collectively as “**Sensitive Information**” in this Privacy Notice.

4. Where do we get your personal information?

We collect your personal information either from you or third party sources. The table below sets this out in more detail:

WHAT	OUR SOURCES
<i>Personal information that you give to us</i>	<ul style="list-style-type: none">• from emails or other types of correspondence, application forms, pre-filming questionnaires, release forms, payment instructions and any associated documentation that you (or an agent on your behalf) complete; and• from discussions, conversations, interviews, consultancy, audition footage, footage of the actual programme (live or pre-recorded), behind the scenes material, contributions to the programme and participation in our promotional and non-promotional activities such as social media chats (including Instagram Stories, Instagram Live and similar on other social media channels).

<p><i>Personal information we obtain</i></p>	<ul style="list-style-type: none">• Information available online: publicly available and accessible reports, directories and sources (such as Companies House and newspaper articles); social media platforms, such as Facebook, Instagram, Twitter, LinkedIn, Snapchat and TikTok etc;• Information available from background (including criminal) check providers/ subscription databases and/or searches: subscription only databases such as the DBS (sometimes via a DBS-registered organisations such as uCheck), Disclosure Scotland and/or Access NI (depending on where in the world you live / have lived before), Factiva, GBG Investigate, Reuters, Social Media Check and People Check;• Interviews and correspondence with friends, family members, and/or people connected to you;• Tax authorities, including those that are based outside the UK, Channel Islands and the EEA if you are subject to tax in another jurisdiction;• Your bank or building society in connection with payments;• Our professional advisers working on a matter which involves or is relevant to you;• Governmental and competent regulatory authorities to whom we have regulatory obligations;• Agents, production companies, audience ticketing companies and other broadcasters;• Recruitment / talent agencies;• Our insurer, and its representatives including brokers, third party claims adjusters, reinsurance companies and insurance regulatory authorities;• Fraud prevention and detection agencies and organisations;• Information technology and access systems run by us or by others on our behalf, such as IT systems and emails, CCTV systems and door entry systems / logs• Third parties we work with as part of the production process, such as fixers, editors and individual freelance crew members such as writers and directors;• Registered health professionals.
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5. How and why we use your personal information?

To use your personal information we need a “**lawful basis**”. A lawful basis is a justification for using your personal information which is recognised and permitted by data protection law. Generally, we use your personal information when one of these justifications applies:

- **Contract performance:** when using your personal information is necessary to perform a contract with you or take steps at your request before entering a contract with you.
- **Legal obligations:** when using your personal information is necessary for us to comply with applicable law.

- **Consent:** when you agree in advance that we can use your personal information for a specified purpose.
- **“Legitimate interests”:** when using your personal information is necessary for a genuine business, operational or legal reason. We rely on this justification where there is a recognised legitimate interest in law, or when we have considered that, on balance, our legitimate interests are not overridden by any potential adverse impact on you.

To use your Sensitive Information, we must rely on both a lawful basis **and** a **“condition”**. Generally, we will only use your Sensitive Information:

- when it is in the **substantial public interest**. In brief, these are situations considered by law to be important enough to society to justify using Sensitive Information. The most applicable to ITV are:
 - reviewing / maintaining equality of opportunity or treatment,
 - Journalism, etc in connection with unlawful acts and dishonesty, etc.
 - preventing, etc unlawful acts,
 - protecting the public against dishonesty, etc.
 - insurance reasons, and
 - safeguarding children and individuals at risk,
- Where necessary or allowed under **employment, social security or social protection law**.
- Where necessary for **medical purposes**: diagnosis, preventive / occupational medicine, assessment of working capacity, providing healthcare / treatment, public health or in medical emergencies.
- Where you **knowingly and willingly** make / have made your Sensitive Information **available to the public**.
- Where necessary to establish, exercise or defend **legal claims**.
- Where you provide your **consent** in advance.

Purposes:

- **Administering our relationship with you and facilitating your involvement**

For example, communicating with you, managing our relationship, using your contribution, onboarding you, booking travel / accommodation, making reasonable adjustments, scheduling, or paying you.

- **Cast and crew**

Ensuring that we have appropriate and suitable talent, contributors, audience members and production teams for each of our programmes. We do this by, for example:

- creating, maintaining, updating and selecting from our databases and third party databases,
- receiving applications and considering them on merit,
- auditions, interviews and conversations,
- considering public-facing social media profiles and accounts,
- working with talent and recruitment agencies,
- typecasting, and
- receiving and considering nominations for a person to participate as a contributor.

Depending on your preferences, we may also use your personal information to contact you about future series / programmes for which you may be interested in applying.

In some cases we may work with third party advertisers and platforms, such as Facebook, to advertise our casting flyers to the most relevant audiences. This can involve sharing your personal information (such as name and email address) with third party platforms who will match the personal information we hold about you with the personal information they hold on their platform to either provide you with flyers for relevant future series / programmes or to find and target individuals with similar interests and demographics.

- **Meta's (Facebook & Instagram) pixel**

If you consent to the use of tracking technologies for targeting whilst using our Casting Website (at www.castitreach.com) for a particular ITVS programme or campaign, we may use a Meta Pixel to support our casting efforts, which means that third parties, like Meta (Facebook & Instagram), may use cookies, web beacons and other storage or tracking technologies to collect or receive information from our Casting Website and/or how you interact with it for the purpose of assisting us in promoting casting ads for our other programmes that might interest you, or to prevent you from seeing casting ads that may not be relevant to you, or to assist you, or follow-up with you, in relation to your applications.

If you consent to the use of tracking technologies for targeting as described above, Meta Platforms Ireland Limited ("Meta") and ITVS will jointly determine the means and purposes of how your personal data will be used. ITVS's purposes are described in this Notice, and Meta's purposes are described at <https://www.facebook.com/about/privacy>.

ITVS and Meta have agreed their respective responsibilities for compliance with the obligations under applicable data protection law with regard to the joint processing (this agreement is available at https://www.facebook.com/legal/controller_addendum?_rdr). In relation to the personal data that is stored by Meta, Meta is responsible for enabling your rights to access, rectify, erase your personal data, as well as your right to data portability and to object to certain uses of your information. For more information about how Meta processes your personal data and how you can exercise your rights, see <https://www.facebook.com/about/privacy>.

You can change your choices regarding the use of Meta's pixels at any time by going to the "Manage Cookies" link in the footer of the specific campaign in www.castitreach.com and selecting or deselecting, as the case may be, the Targeting option.

- **Research for programmes**

We use personal information when doing both initial and further research for programmes (for example scripted dramas based on real-life circumstances). We do this by using publicly available sources, like books and articles, and communicating or working with contributors or consultants who can provide relevant information.

- **Assessing your medical fitness and suitability to participate**

We ask for health information and carry out health assessments (and similar assessments like drug tests and STI screening) so that we can ensure that all participants can be kept healthy and safe during production, for insurance reasons and to consider reasonable adjustments where appropriate.

- **Medical problems and emergencies**

If you get ill or injured during your participation in a production, we will share information about your health with an on-site / attending / emergency medic or other medical providers as necessary for treatment.

- **Duty of care background checks and screening**

We carry out background checks and screen contributors using publicly available sources and third parties, for duty of care, health and safety and/or safeguarding purposes. This includes information such as employment / work details, participation in previous / other TV programmes, social media posts or other content published online, information from public registers like Companies House or the Insolvency Register, criminal record and court proceedings.

- **Recording, editing and otherwise producing content**

We record and edit footage and audio of you/ content you have provided / content about you for the purpose of making television programmes for public services broadcasters, other broadcasters and streaming services and for commercial use.,

Depending on the programme, we may choose to use footage of you from recorded auditions or interviews. We will tell you this before or at your audition/ interview if we intend to do this.

- **Using your property for filming**

When you allow us to film at your property, we collect your name, address, contact details, bank details and (if relevant) ownership details so that we can arrange filming, logistics, set-up and reinstatement (where applicable) and payment.

- **Filming in public places**

We may film in public places for our productions. Whenever we film in public and where it is safe for us to do so, we will have visible film crew and where possible, we put filming notices up in and around the area being filmed (to notify people in that area in case they prefer to not be filmed). On some productions we may offer opt-outs to anybody who has been filmed and either did not realise, was unable to use a different route / area or who has changed their mind about being filmed.

- **User generated content (UGC)**

We sometimes ask for and collect UGC for use in relevant productions and to engage with our viewers. We usually invite you to share UGC through a "call to action" (for example via a flyer issued on social media), and do not generally use unsolicited UGC sent by individuals or which is publicly available online. Productions typically ask for (i) images, videos and stories for inclusion in programmes from contributors or audience members and (ii) competitions involving submissions from viewers.

- **Broadcasting content and making it available for video-on-demand services**

If you contribute to a programme and/or are part of a programme's subject matter, we have a contractual right and it is our legitimate interest to sell / license the programme for use, making it available for broadcast and/or VOD services and other digital platforms and distributing it (including repeats, re-edits and clips) around the world for the period in which we have rights in the programme (which may be indefinitely - please see your release form or similar agreement). We have a legitimate interest in using your personal information to deal with any questions or complaints arising in relation to your contribution.

- **Promotion and marketing**

Sometimes we promote or market a particular programme or product (for example a short clip of video footage of your contribution to a production included in an advert to attract viewers to the programme).

- **Relationships with third parties relevant to you**

We provide personal information to third parties who work with us who may require it to, for example, perform their contractual obligations with us or you, supply benefits or services to you and/or help facilitate your participation in the programme or its production (for example transport and accommodation suppliers).

- **Diversity, equity and inclusion initiatives**

As an ITV production company, we strive to create and showcase content by, with and for everyone, connecting and reflecting modern audiences. ITV's Diversity, Equity and Inclusion (DEI) strategy champions diversity through our mainstream content and creates equitable opportunities for people at ITV and across the industry.

Your information may be processed/ shared in the following ways to support our diversity, equity and inclusion initiatives:

- ITV participates in an industry-wide diversity monitoring initiative called Diamond, which is run by the Creative Diversity Network. Diamond uses personal information provided by on- and off-screen contributors (the vast majority of which is anonymised) to programmes to enable reporting on the diversity of TV production in the UK.
- We may share your information with other ITV plc group companies so that we can use ITV's Diversity Commissioning Spend and Diversity Development Fund to champion diversity in our mainstream content and create opportunities for creatives from underrepresented groups, e.g. through initiatives like Step Up 60
- We keep records to understand the impact of our own DE&I initiatives and consider future initiatives.
- As we produce programmes for a number of Public Service Broadcasters we need to provide a genuine reflection of current society in the UK for some of our programmes. We may therefore select contributors in part based on typical DE&I characteristics so that we can satisfy this part of the remit.

- **Training and education**

Depending on the nature of your relationship with ITV and involvement in a particular production, we may use your personal information in order to provide you with professional or similar training / education (for example diversity, equity and inclusion, health and safety, first aid and mental health awareness training).

- **External disclosure requests**

As set out in more detail in section 5 below, sometimes it may be necessary to share your personal information with third parties who ask us to disclose it to them. We only do this where we are legally obliged to do so or where there are compelling public interest reasons for doing so (for example, providing footage or other information which may assist law enforcement authorities in an investigation).

- **Offering you support and assistance**

Depending on the applicable circumstances, we may use your personal information to offer you support or assistance which either you request or we consider would be appropriate and helpful (for example, training and guidance on how to deal with social media and press scrutiny or psychological support after production).

- **Facilitating your rights and honouring opt-outs**

We use your personal information in order to help facilitate rights set out in section 8 below or to honour your choice to opt-out of a particular use of your personal information. For example, if you decide you do not want to be included in a production having been filmed in a public place, you can contact us to let us know your preferences. We will locate and delete footage of you and use your contact details to confirm.

6. Do we use artificial intelligence?

We use artificial intelligence tools (“AI tools”) to help us with some of the processes we have described above. For example to help us in our day-to-day work (create summaries, assist with the initial drafting of emails and documents, transcribe footage, create highlight reels). Some of these AI tools will process personal information but some of these will not e.g. generate a picture board based on a story.

We will never use AI to make a decision in a casting process. We also do not use personal information for any training or development of AI models.

Our AI suppliers have gone through ITV’s due diligence process. We aim to ensure, through contractual and organisational measures, that personal information processed by ITV is not used by third party AI tools for model creation, development or deployment.

7. Who uses your personal information and who do we share it with?

We may use, provide and share your personal information as set out below:

- **Internally:** your personal information will be used by our employees and contractors who are working on the relevant programme or others in supporting departments (such as finance and accounting for payroll purposes).
- **Within ITV’s group of companies:** for example where two of our labels co-produce a programme, or where a different part of the business uses your personal information to perform its function (for example our distribution and sales company).
- **External suppliers** - we use suppliers to help us do our work. Non-exhaustively, those suppliers include:
 - Online casting application systems
 - Medical service providers such as physiotherapists and psychologists
 - Professional advisers such as lawyers, insurers, accountants and auditors
 - Suppliers which help with logistics and practicalities, such as accommodation and travel service providers
 - External TV studios and post-production houses, transcription service providers
 - Audience providers and ticketing companies
 - Suppliers helping with our D&I initiatives
 - Talent / similar databases
 - Recruitment agencies
 - Parties helping us with background checks, screening and identity verification
 - Document storage
 - Scheduling and day planning
 - Payroll
 - Inshow / after-show care providers / counsellors etc
 - Security - threat monitoring, physical protection
- **Commissioning broadcasters / streaming platforms** - the companies who buy or licence our programmes and make them available to viewers
- **Independent production labels** who our labels sometimes work with to co-produce programmes
- **Unions and industry representative bodies**
- **Viewers** - personal information included in the content of a programme will be shared with anybody who watches it
- **Law enforcement bodies / government bodies/ regulators** - for example if police request footage or information to help with an investigation or to apprehend or prosecute offenders or to protect someone

from harm, or a regulator asks us for information or records including personal information, or for the prevention of fraud or crime

8. Where does your personal information go?

Your personal information is mainly used within the country where the relevant controller operates i.e. in the UK, Channel Islands or the European Economic Area.

However, your personal information may sometimes be transferred to ITV Group companies or third parties in other countries for the purposes described in this Privacy Notice. We will only transfer your personal information to a country outside the UK/Channel Islands or the EEA if:

- the UK/ relevant Channel Islands government or EU (as applicable) has determined that the data protection law of that country offers you a similar standard of protection as under UK / Channel Islands/ EU law;
- we put the recipient under contractual obligations or organisational rules (ITV companies only) that mean the standard of protection offered to you in practice is similar to that under UK / Channel Islands/ EU law;
- you provide your consent; or
- data protection law allows us to (for example where necessary under a contract which benefits you).

9. How long do we keep your personal information?

As a general rule, we keep your personal information only as long as required for the relevant purpose set out in this Privacy Notice (or another purpose that has been notified to you) or to enable us to pursue our legitimate business interests or for such longer period as is required by law or regulatory obligations which apply to us. We do not keep personal information in perpetuity or on a “just in case” basis unless stated in this Notice.

When determining our retention periods, we think about the amount and nature of the personal information, the risks posed to you by our use of it, the importance of the reasons we need to use it, whether we can achieve those objectives without using it, and other applicable legal or regulatory requirements.

As general guidance, we will keep your contribution (i.e. footage or other recordings of you), personal information contained within the contract(s) you enter into, personal information required to fulfil any ongoing contractual payment obligations, any records of your participation in the TV programme or project and information contained in any publicity material for as long as necessary – which may be indefinitely for airing and re-airing or other ongoing use or exploitation of the TV programme in any media (whether in whole or in part).

10. How do we keep your personal information secure?

We are committed to protecting your personal information and keeping it secure, private and confidential to prevent your personal information from being lost, damaged, compromised or used / accessed unlawfully or without authorisation. We put in place appropriate technical and organisational measures to help protect the security of your personal information. Unfortunately no measures can ever be completely secure. We have implemented various safeguards to protect against unauthorised access and unnecessary retention of personal information in our systems. These may include pseudonymisation, encryption, restricting access, and retention policies. These measures are chosen and/or designed taking into account the nature, amount and scope of personal information we use

11. What are exemptions?

The data protection law sets out some exemptions from complying with some of your rights and our obligations in certain circumstances. Here are some examples (others may also apply):

- where we process data for journalistic or artistic purposes,
- assisting with the prevention or detection of crime,
- protecting the public against dishonesty, malpractice, serious incompetence or other seriously improper conduct,
- protecting the health, safety and welfare of people at work,
- Where legal privilege applies.

12. What are my rights when you use my personal information?

When we use your personal information, you obtain several rights that you can exercise over our use of it. Please note that some of these rights are not absolute or automatic - some can only be exercised in certain circumstances and sometimes we have exemptions we can use - See exemptions section above.

- **Consent withdrawal:** where we have asked for your consent to use your personal information, you can withdraw that consent at any time. Please note that withdrawal may preclude or prevent you from participating in a programme. Please also note that consent to use your personal information under applicable data protection law is different from consent obtained in a release form for purposes of compliance with the Ofcom code.
- **Access:** you can request a copy of our records, files and documents containing your personal information.
- **Rectification:** you can ask us to correct or update our records of your personal information.
- **Erasure:** you can ask us to delete your personal information from our records in specific circumstances.
- **Restriction:** in specific circumstances you can ask us to only use your personal information in certain ways.
- **Objection:** you can challenge our use of your personal information in specific circumstances. We then have to stop the relevant use(s) unless we have a compelling reason to continue.
- **Portability:** you can request us to move a copy of your personal information that you provided to us to another provider or to give you a copy (this right may be available when we automatically use your personal information on the legal basis of consent or performance of contract. However, it may not be technically possible and/or feasible for us to comply with your request).
- **Complaint:** you can make a complaint to us if you believe we have infringed data protection law in how we process your personal data. Please write to us at the contact details set out below or in section 2.

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. See the exemptions section above.

If you want to exercise any of these rights or have any questions, please contact privacy@itv.com. You can also make a complaint to the [ICO](#).
