

## Introduction

ELECTRIC EYE FILMS LTD is committed to protecting the privacy and security of any personal data we handle. This ELECTRIC EYE FILMS LTD Contributor Privacy Notice (referred to below as the “Notice”) explains how we collect and process personal data from people who contribute to ELECTRIC EYE FILMS LTD content.

## Who are we?

References in this Notice to “ELECTRIC EYE FILMS LTD”, “we”, “us” or “our” are to the relevant ELECTRIC EYE FILMS LTD entity indicated below. Please note that sometimes we use a trading name which is different from our official registered company name:

- ELECTRIC EYE FILMS LTD company number 16740694
- The relevant ELECTRIC EYE FILMS LTD production company you are working with (this will be set out in the contract, release form or commissioning agreement).

## Who does this Notice apply to, and when does it apply?

This Notice applies to a Contributor in relation to content which ELECTRIC EYE FILMS LTD intends to produce (either itself or through a third party) and/or broadcast across any media and in all formats. This may include content for broadcast, podcasts, social media, print, digital, and audio (we will refer to any and all of these as “Content”).

A “Contributor” for the purposes of this Notice is someone who provides Content or input to our Content (whether in front of or behind the camera). Contributors may include the following people:

- Anyone who applies to take part in a programme, or contributes to our Content, or is included in our Content, or anyone we are considering as a contributor to our Content (whether or not they are chosen);
- Anyone captured whilst filming or recording Content (including in the background in crowds);
- Talent (e.g., presenters, actors, musicians, and other performers);
- Those making a guest appearance in Content (e.g., experts, specialists, interviewees);
- Off-screen contributors (e.g., individuals conducting background research, those letting us use their property as a filming location);
- Individuals who are the subject of research, who might not necessarily appear in the Content itself;
- Freelance production crew, reporters, moderators, writers, editors, directors, or producers (although if you are employed by us or provide services to us, Electric Eye Film’s Employee Privacy Notice may also apply to you);

- Audience members;
- Members of focus groups; and
- Representatives, agents or others acting on behalf of Contributors.

Where you are acting as a Contributor for ELECTRIC EYE FILMS LTD, we will be the 'controller' of your personal data, and we will process it in accordance with this Notice. There may be other entities involved in making Content who also process your personal data independently as controllers and who may provide you with their own privacy notice. You may also receive separate information from us about other ways we intend to use your personal data – these are known as 'supplementary' privacy notices and will apply in addition to this Notice.

If you are acting on behalf of a Contributor, for example, you are their representative or agent, you must ensure they have been provided with a copy of this Notice.

## **What personal data does ELECTRIC EYE FILMS LTD collect about Contributors?**

When we refer to "personal data", we mean any information that we could use to identify someone, directly or indirectly. If you are a Contributor, we may collect and process the following personal data:

- Identity data, such as your name, date of birth, gender, nationality, and social media ID;
- Contact details, including your email, postal address, phone number and social media handle for you, your agent or emergency contact, and/or next of kin. Where you provide us with personal data about a third party, this Notice shall also apply to the processing of their personal data;
- Additional background and social data, including information about your friends and family, life, education, job history, and general interests;
- Financial data, including your bank account and payment card details;
- Footage, such as your image, likeness, voice, photos, and any other information forming part of that footage which identifies you or your property;
- Feedback data, including praise, comments, complaints, preferences and opinions;
- Marketing and communications data, including your preference to receive marketing communications from us and our third parties;
- 'Special category data' relating to your ethnicity, political opinions or religious beliefs, trade union membership, physical or mental health, sexual orientation, genetic and biometric data; and
- 'Criminal offence data', such as the results of a Disclosure and Barring Service (DBS) check.

If we require your personal data for Content and you don't provide it, we may not be able to include you in the Content.

## **Where does ELECTRIC EYE FILMS LTD collect Contributor personal data from?**

We use different methods to collect personal data about contributors.

### **Personal data you give to us directly.**

- Communications and correspondence.
- Applications, contracts, questionnaires and forms.
- Footage, interviews and discussions.
- Any other information or documents you complete or may have submitted to us via email, post, or our Content portals.

### **Personal data we obtain or receive from third parties.**

- Third party production companies and others involved in making Content such as writers, fixers, directors, broadcasters, and ticketing companies.
- Talent and recruitment agencies.
- Trade bodies, such as **[INSERT RELEVANT INDUSTRY BODY IF APPLICABLE]**.
- Health providers.
- Interviews and correspondence with family, friends, viewers, or others.
- Authorities which carry out background searches, such as DBS check providers or their equivalent.
- Publicly available sources, such as social media posts or news articles.
- Government, tax, and other regulatory authorities and fraud prevention/detection entities.
- Our insurers and their representatives.

## **How and why does ELECTRIC EYE FILMS LTD use Contributor personal data?**

Data protection laws require us to explain the ‘lawful basis’ we rely upon for the processing of your personal data. We have set out below a description of how each lawful basis is defined by data protection law, together with some more specific information about each of the ways we use your personal data:

- **Contractual necessity:** Where we need to perform a contract that we are negotiating, or about to enter into, or have entered into with you.
- **Legitimate interests:** Where it is necessary to conduct our business and pursue our legitimate interests. For example, assessing whether you are suitable for inclusion in specific Content. We ensure we consider and balance any potential impact on you and your rights (both positive and negative) before we process your personal data on this basis.
- **Legal obligation:** Where it is necessary for compliance with a legal obligation that we are subject to.

- Consent: Where we have obtained your active agreement to use your personal data for a specified purpose.
- Vital interests: Where an emergency situation arises, and we need to use your personal data in relation to this.

### **How do we process it?**

To create, develop, cast, and publish Content, including receiving and considering applications, conducting interviews and conversations, working with agencies, recording, editing, producing, releasing, broadcasting, and distributing.

Communications with you (or others on your behalf) relating to your involvement in making Content and creating, maintaining, and selecting Contributors from our databases.

### **What do we process?**

Identity data, contact data, additional background and social data, footage (including crowds), feedback data, special category data, criminal offence data.

Identity data, contact details, marketing and communications data.

### **Why do we process it?**

- Contractual necessity. Where you are negotiating or have entered into a contract with us to contribute to our Content.
- Legal obligation. For example, when carrying out statutory background checks.
- Legitimate interests. Considering applications, verifying information, making decisions about casting, ensuring that we have appropriate and suitable Contributors, and to fulfil our objective of creating Content, making it available, and exploiting it globally.
- Consent
- Contractual necessity.
- Legitimate interests. To answer your questions, keep you informed about our Content, manage our relationship with you, offer you support and assistance, and to be able to contact your emergency contact and/or next of kin in an emergency.

		<p>Depending on your preferences, we may also contact you about taking part in future Content.</p> <ul style="list-style-type: none"> <li>• Vital interests.</li> </ul>
<p>Making payments to you (if you are paid for your contribution).</p>	<p>Identity data, contact details, financial data.</p>	<ul style="list-style-type: none"> <li>• Contractual necessity.</li> <li>• Legitimate interests. To manage and administer payments effectively.</li> <li>• Legal obligation. For example, tax and accounting requirements.</li> </ul>
<p>To share with our group companies and, potentially, third parties should the structure of our business change so that another company controls our Content.</p>	<p>All types of personal data mentioned in this Notice.</p>	<ul style="list-style-type: none"> <li>• Legitimate interests. To help with making and casting for our Content and ensuring that anyone who may take over our business can continue making our Content.</li> <li>• Legal obligation.</li> </ul>
<p>To share your personal data with our third-party suppliers and partners who assist us with the processing described in this Notice or to whom we license or sell Content.</p>	<p>All types of personal data mentioned in this Notice.</p>	<ul style="list-style-type: none"> <li>• Contractual necessity.</li> <li>• Legitimate interests. To facilitate your participation or contribution to our Content and promotions, competitions, and rewards you have taken part in or to supply benefits or services to you; and to monetise our Content.</li> </ul>

To improve our Content and related business processes and services, including through the use of machine learning technologies.

All types of personal data mentioned in this Notice.

- Consent
- Legitimate interests. To provide our viewers with the best Content, products, and services.
- Consent

Marketing and promoting our Content and services.

Contact data, marketing and communications data.

- Legitimate interests. To promote or market our Content or tell you about future Content we may be working on.
- Consent. You can opt-out of marketing at any time.

Safety and security, including safeguarding, assessing medical fitness, suitability to participate, emergencies, background checks and screenings, to protect the health and safety of Contributors, **Electric Eye Films Ltd** staff, and others involved both in making Content and attending **Electric Eye Films Ltd** properties, and to prevent and detect crime.

Identity data, contact data, additional background and social data, special category data, criminal offence data.

- Contractual necessity.
- Legal obligation. For example, health and safety, carrying out risk assessments and making reasonable adjustments.
- Legitimate interests. To safeguard members of the public, **Electric Eye Films Ltd** staff and other people working on our Content, and to facilitate your visit to our sites and keep track of visitors. We may also use your data, in an aggregated form, to better plan and manage activities and facilities at our sites.
- Vital interests.

Diversity monitoring initiatives.

Identity data, contact data, additional background and social data, feedback data, special category data.

- Legitimate interests. For our diversity monitoring efforts and to provide equal opportunities.

- Consent.

To investigate complaints or disputes, enforce legal rights, or defend or take legal proceedings.

All types of data mentioned in this notice.

- Legal obligation. For example, where we are obligated by **OFCOM** to investigate complaints we receive.

- Legitimate interests. To deal with any questions or complaints, to take appropriate action and ensure our own internal policies are adhered to, and to protect our business, interests, and rights.

## **Who does ELECTRIC EYE FILMS LTD share Contributor personal data with?**

### **Internal sharing**

We share Contributor personal data within ELECTRIC EYE FILMS LTD, with our employees and staff working on our Content, as well as with other relevant departments and teams as necessary (e.g., finance or health and safety). This may also extend to other companies where necessary.

## External sharing

Where we share your personal data with third parties, we will do so in line with this Notice and in compliance with data protection laws. When these companies act on our behalf, they will only process your personal data in accordance with our instructions and for the reasons set out in this Notice. We may share Contributor personal data:

- With suppliers and partners with whom we may work to produce and distribute Content, for example, independent third party production companies, couriers, travel and transport providers, studio, location and accommodation providers, personnel management and on-boarding companies/platforms, technology partners and providers (including app and AI solution providers), ticketing/audience providers, compliance learning platforms, financial services providers, pension providers, insurers, professional advisors, independent health professionals, third party directors/producers and production management providers, and document management providers.
- With commissioning broadcasters or other third-party entities that may purchase or license our Content.
- With anyone who views or hears our Content.
- With your agent or other representative.
- With relation to diversity monitoring.
- When required to do so by law, regulation, or court order.
- In response to a legitimate request for assistance by law enforcement.
- In connection with the sale, purchase, or merger of our business.

## Is Contributor personal data ever transferred internationally?

Some of our suppliers, partners process personal data outside of the UK or EEA (as applicable). We grant these companies access to personal data only where necessary and where appropriate security measures and controls are in place to protect your personal data in accordance with applicable data protection laws, regulations, and regulatory guidance.

This means these transfers will take place based on approved data transfer mechanisms, such as only transferring personal data to countries with laws that have been deemed by the ICO or European Commission to give the same protection as the UK/EEA, or by using specific contractual protections, most commonly through standard contractual clauses included in contracts.

## **How long does ELECTRIC EYE FILMS LTD need to keep Contributor personal data for?**

We will only keep personal data for as long as we need it for the purposes it was collected for, or as permitted by law. To determine the appropriate retention period for the personal data we hold, we consider carefully the amount, nature, and sensitivity of the personal data, the risk of harm from unauthorised use or disclosure of your personal data, the reasons why we handle your personal data, the applicable legal requirements or regulatory requirements or available exemptions, and whether we can achieve the purposes it was collected for through other means.

## **What about contributors who are under 18 years old?**

If you are the parent or guardian of a Contributor who is under 18, please refer them to Electric Eye Film's Contributor Privacy Notice for Children (**[INSERT WHERE THIS CAN BE FOUND — e.g. website/privacy centre/link]**) which will help them understand how ELECTRIC EYE FILMS LTD collects, uses, and shares their personal data. You are also welcome to contact us if you have any questions or would like further information.

## **What rights do Contributors have in relation to their personal data?**

You have several rights regarding our processing of your personal data. Whether your rights can be exercised will depend on the circumstances and some of these rights are not absolute. Note that you may not be able to exercise some of these rights if an exemption applies. For example, if you have contributed to some Content made for the purposes of journalism, you may not be able to rely on, or exercise such right(s) if, in doing so, the public interest could be prejudiced in some way. This is always a balancing exercise which will consider any detrimental impact on you.

Generally, you are not required to pay any charge for exercising your rights, however for some of these rights we may charge a reasonable fee if your request is clearly unfounded, repetitive, or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

If you make a request, we will try to respond as soon as we can and within one month. If your request is particularly difficult or complex, or if you have made a large volume of requests, we may take up to three months to respond. If this is the case, we will let you know and explain why we need to take longer to respond.

You can contact us using the details below if you wish to find out more about how to exercise your subject rights.

## Your rights

Right to be informed

## What this means

You have the right to be informed about how we process your personal data, which is why we are providing you with this Notice.

Right of access

You have the right to ask us for copies of your personal data and to check that we are lawfully processing it.

Right to rectification

You have the right to ask us to rectify personal data you think is inaccurate.

Right to erasure

You have the right to ask us to delete or remove your personal data in certain circumstances.

Right to restriction

You have the right to ask us to suspend the processing of your personal data in certain circumstances.

Right to object

You have the right to object to our processing of your personal data in certain Circumstances.

Right to withdraw  
Consent

Where you have given us your consent to process your personal data, you have the right to withdraw that consent at any time. This does not affect the lawfulness of the processing of your personal data before this point.

Right to data portability

You have the right to ask that we transfer the information you gave us to another organisation, or to you in an electronic format, in certain circumstances.

If you are unhappy with how your personal

Right to complain

data has been treated, you can contact the UK Information Commissioner's Office via their website (<https://ico.org.uk/>) or the equivalent regulator in your home country.

## **What about exemptions available under data protection law?**

The UK General Data Protection Regulation and Data Protection Act 2018 set out certain exemptions from some of the rights we must fulfil, and obligations we must comply with, under data protection law and as set out in this Notice.

One such exemption relates to processing carried out for journalistic, academic, artistic or literary purposes – where we are processing your personal data pursuant to one of these purposes, but certain requirements of data protection laws would prevent us from doing so, we may be exempted from complying with those requirements.

For example, in certain cases, we may be exempt from our obligation for transparency, or for having a lawful basis to process your personal data, or we may be unable to comply with a data subject right, such as a deletion request or withdrawal of consent.

## **Have questions about this Notice?**

If you have any queries or comments about this Notice, or about how ELECTRIC EYE FILMS LTD processes Contributor personal data, please contact our Data Protection Officer via [katrina@electriceyefilms.com](mailto:katrina@electriceyefilms.com) and we will do our best to help.

## **Updates to this Notice**

We will occasionally update this Notice. We will post notice of any material changes on our website prior to

implementing the changes, and, where appropriate, notify you using any of the contact details we hold for you for

this purpose. This may include phone, messaging, e-mail, post or interactive social media. We encourage you to

periodically review our Notice to be informed of how we use your information.

This Notice was last updated in May 2026