

AURUM TALENT AGENCY

Privacy Policy

Effective Date: 05/05/2026

1. Introduction

Welcome to Aurum Talent Agency's privacy policy. We respect your privacy and are committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website, apply for representation, or are represented by us as a client, and tell you about your privacy rights and how the law protects you.

Aurum Talent Agency is the data controller and is responsible for your personal data (collectively referred to as "we", "us" or "our" in this privacy policy).

2. The Data We Collect About You

Personal data, or personal information, means any information about an individual from which that person can be identified. We may collect, use, store, and transfer different kinds of personal data about you, which we have grouped together as follows:

- **Identity Data:** First name, maiden name, last name, username or similar identifier, marital status, title, date of birth, and gender.
- **Contact Data:** Billing address, residential address, email address, and telephone numbers.
- **Professional Data:** Spotlight PIN, showreels, headshots, CVs, voice reels, measurements, skills, and training history.
- **Financial Data:** Bank account details, National Insurance number, and tax status (for processing payments).
- **Transaction Data:** Details about payments to and from you, and other details of contracts, jobs, and auditions we have secured for you.
- **Special Category Data:** As a talent agency, we may need to process sensitive information strictly for casting and employment purposes. This includes details about your race or ethnicity, physical health or medical conditions (for on-set risk assessments and insurance), and trade union membership (e.g., Equity).

3. How Is Your Personal Data Collected?

We use different methods to collect data from and about you, including through:

- **Direct interactions:** You may give us your Identity, Contact, and Financial Data by filling in forms, signing our representation contract, or by corresponding with us by post, phone, email, or otherwise.
- **Third parties or publicly available sources:** We may receive personal data about you from various third parties, such as casting platforms (e.g., Spotlight, Casting Networks, Tagmin), Casting Directors, and production companies.

4. How We Use Your Personal Data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **Performance of a Contract:** Where we need to perform the contract we are about to enter into or have entered into with you (e.g., representing you as an agent, submitting you for roles, and negotiating contracts on your behalf).
- **Legitimate Interests:** Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- **Legal Obligation:** Where we need to comply with a legal or regulatory obligation (e.g., reporting to HMRC).
- **Consent:** We generally do not rely on consent as a legal basis for processing your personal data, other than in relation to processing Special Category Data (like health or ethnicity) to submit you for specific briefs. You have the right to withdraw this consent at any time.

5. Disclosures of Your Personal Data

To represent you effectively, we may have to share your personal data with the parties set out below:

- **Industry Professionals:** Casting Directors, producers, production companies, directors, and advertising agencies for the purposes of securing auditions and employment.
- **Industry Platforms:** Casting platforms such as Spotlight, Tagmin, and Casting Networks.
- **Professional Advisers:** Including lawyers, bankers, auditors, and insurers who provide consultancy, banking, legal, insurance, and accounting services.
- **HM Revenue & Customs (HMRC):** Regulators and other authorities based in the United Kingdom who require reporting of processing activities or financial transactions in certain circumstances.

6. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors, and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

7. Data Retention

We will only retain your personal data for as long as reasonably necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting, or reporting requirements.

- **Client Data:** Retained for the duration of your representation with Aurum Talent Agency.
- **Financial and Tax Data:** By law, we have to keep basic information about our clients (including Contact, Identity, Financial, and Transaction Data) for six years after they cease being clients for tax and legal purposes.

8. Your Legal Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These include the right to:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data (the "right to be forgotten").
- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Right to withdraw consent.

If you wish to exercise any of the rights set out above, please contact us.

9. Contact Details

If you have any questions about this privacy policy or our privacy practices, please contact our designated Data Controller in the following ways:

Full name of legal entity: Aurum Talent Agency

Email address: [Insert Agency Email]

Postal address: [Insert Agency Address]

ICO Registration Number: [Insert ICO Number here]

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.