

**PRIVACY NOTICE
FOR PROMOTION PARTICIPANTS**

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1. Introduction

FremantleMedia Limited is committed to protecting your personal information. If you're thinking of participate in one of our competitions, prize draws or other interactive promotions (each a "**Promotion**"), this privacy notice explains what we do with your personal information.

We may make changes to this privacy notice from time to time, so please check back periodically.

2. Who we are and how to contact us

FremantleMedia Limited is the data controller responsible for your information. We're an English company (with company number 00276928) and our registered office address is 1 Stephen Street, London W1T 1AL.

If you have any questions about this notice or want to exercise your rights, please email us at privacy.officer@fremantle.com. You can also write to us at our registered office address, marked for the attention of our privacy officer.

3. What information we use and what we do with it

We ask you for, and use, your personal information when you apply to participate in one of our Promotions (and if we go on to select you as a participant). We use that information in a number of different ways. The table below sets out what we do with your information.

We might not always ask you for all of the information listed in the table, as some types of information may not be relevant to the particular Promotion you're participating in.

Some important don'ts at any stage

Please don't give us:

- Any information about yourself if you're under the age of 18, unless you've first checked with your parent or guardian, and they've given you permission. We'll ask your parent or guardian to confirm that you're allowed to participate in the Promotion, so please make sure that you've got their permission.
- Any information about anyone else other than yourself unless you've asked for, and obtained, their permission to do so.

Information provided by you as part of you participation in the Promotion

Information we use	How we use it	Why we use it
Name, contact details, email address.	To contact you about your participation.	If we can't contact you, you might not be able to participate in the promotion or you might not be able to be a winner of a competition or prize draw.
Your submission to participate in the promotion, including your response to any prize draw or competition and audio visual recordings, whether submitted by you as part of your participation, or made available by you publicly on YouTube, social media or other platforms.	We review this information to assess whether we think you'll be a suitable participant and that you meet our eligibility requirements.	To decide whether to include your submission you as a participant in the Promotion.
Proof of your identity and age and that you are a resident in the UK, such as a passport or driving licence	We check and make a copy of this information to verify that you are eligible to participate in the Promotion.	To decide whether you are eligible to participate in the Promotion or to be a winner of a competition or prize draw.

Direct marketing

Information we use	How we use it	Why we use it
Name and email address and other information provided by you.	To contact you about a new Promotion we think you might be interested in participating in. To send you and keep you updated with information by email about the Promotion.	If we can't contact you, we won't be able to let you know about a new Promotion you may wish to participate in. We'll only contact you if you've asked us to.

4. The legal bases we rely on

- **Contractual necessity**

We need to collect and use your personal information because you've entered into the Promotion and agreed to its terms and conditions.

We need to use your information to contact you regarding the promotion and to fulfil our obligations, such as administering the Promotion or notifying you that you are the winner of a competition or prize draw.

- **Legitimate interests**

We may collect information about you and use that information during the Promotion where it is in our legitimate interests to do so and when these interests are not overridden by your data protection rights, for example, to communicate with you, to resolve disputes relating to the Promotion or for administering the Promotion.

- **Consent**

Where we use your (non-sensitive) personal information to let you know about new Promotions and related events and products, we only do this because you've asked us to (i.e. with your consent). Again, you can change your mind at any time by contacting us.

- **Where we're required to do so by law**

For example, if we receive a request from law enforcement or other government body.

5. Who we share your information with

We share personal information about participants with certain other companies in relation to our Promotions.

Companies we'll share your information with include those within the Fremantle Group, our co-producer(s) on the programme, and the broadcaster of the programme. Your information may also be shared with our insurers, the programme's insurers, regulatory authorities including OFCOM, and as required by law.

We also have a number of trusted suppliers who work on our behalf. They have to process your information in line with our instructions in connection with the Promotion.

Either way, whenever we share your information, we'll make sure that the company we share it with keeps your information as securely as we do.

6. International transfers

Sometimes the companies and suppliers we need to share personal information with are located outside the European Economic Area (EEA). The EEA includes all EU Member countries as well as Iceland, Liechtenstein and Norway.

Where we do this, we will put in place appropriate contracts to ensure that any transfer of your personal data is lawful and that your information is appropriately protected. If you'd like more information about this, please let us know by contacting our privacy officer.

7. How long we keep your information

We don't keep your personal information for longer than is necessary, bearing in mind the purpose for which we collected that information, and any applicable legal or regulatory requirements.

In most cases, we'll delete your personal information immediately following the Promotion. We may keep your personal information for as long as necessary to deal with any complaints you may have regarding the Promotion or to demonstrate compliance with applicable laws relating to the Promotion.

8. How to access your information and other rights

You have a number of rights in relation to the information we hold about you.

- **Your right of access**

If you ask us, we'll confirm whether we're processing your personal information and, subject to any applicable exemptions, provide you with a copy of that personal information (along with certain other details) within the timescales or extended timescales provided for by the law for complex requests, or where applicable, provide you with an explanation as to why we will not be complying with your request. If you require additional copies, we may need to charge a reasonable fee.

- **Your right to rectification**

If the personal information we hold about you is inaccurate or incomplete, you're entitled to have it rectified. If you are entitled to rectification and if we've shared your personal information with others, we'll let them know about the rectification where possible and where this would not

involve disproportionate effort. If you ask us, where possible and lawful to do so, we'll also tell you who we've shared your personal information with so that you can contact them directly.

- **Your right to erasure**

You can ask us to delete or remove your personal information in some circumstances such as where we no longer need it or if you withdraw your consent (where applicable because that was the legal basis on which we were processing your personal information). If you are entitled to erasure and if we've shared your personal information with others, we'll take reasonable steps to inform those others where possible and where this would not involve disproportionate effort. If you ask us, where it is possible and lawful for us to do so, we'll also tell you who we've shared your personal information with so that you can contact them directly.

- **Your right to restrict processing**

You can ask us to 'block' or suppress the processing of your personal information in certain circumstances such as where you contest the accuracy of that personal information or you object to us. If you are entitled to restriction and if we've shared your personal information with others, we'll let them know about the restriction where it is possible for us to do so. If you ask us, where it is possible and lawful for us to do so, we'll also tell you who we've shared your personal information with so that you can contact them directly.

- **Your right to data portability**

You have the right, in certain circumstances, to obtain personal information you've provided us with (in a structured, commonly used and machine-readable format) and to reuse it elsewhere or to ask us to transfer this to a third party of your choice.

- **Your right to object**

You can ask us to stop processing your personal information, and we will do so, if we are:

- relying on our own or someone else's legitimate interests to process your personal information, except if we can demonstrate compelling legal grounds for the processing; or
- processing your personal information for direct marketing.

- **Your rights in relation to automated decision-making and profiling**

You have the right not to be subject to a decision when it's based on automatic processing, including profiling, if it produces a legal effect or similarly significantly affects you, unless such profiling is necessary for entering into, or the performance of, a contract between you and us.

- **Your right to withdraw consent**

If we rely on your consent (or explicit consent) as our legal basis for processing your personal information, you have the right to withdraw that consent at any time.

- **Your right to lodge a complaint with the supervisory authority**

If you have a concern about any aspect of our information management practices, including the way we've handled your personal information, you can report it to the Information Commissioner's Office (ICO) in the UK. You can find details about how to do this on the ICO website at <https://ico.org.uk/concerns/> or by calling their office on 0303 123 1113.

If you want to exercise any of these rights, please contact us (our contact details are at the top of this notice).