

Little Charmers

****PRIVACY NOTICE AND COMPLIANCE WITH THE PROTECTION OF PERSONAL INFORMATION ACT (POPIA)****

Little Charmers Agency CC (“Little Charmers”) acknowledges the significance of your personal information and assures you that its processing and protection will be handled professionally.

This notice encompasses all services provided by Little Charmers and delineates the procedures for collecting, utilising, and safeguarding your personal information, as well as your rights under the Protection of Personal Information Act, 2014 (POPI).

By providing Little Charmers with your personal information and utilising our website, you consent to the terms and conditions outlined in this notice, including the collection, usage, and storage of your personal information by Little Charmers and its clients for the purposes of Little Charmers’ services as a model/talent agency.

Should any provision in this notice be unclear to you, we kindly request that you refrain from utilising any of Little Charmers' services until you have attained clarity and confirmed your acceptance of the terms herein.

Your personal information is managed at Little Charmers' headquarters located at 52 Concord Road East, Bedfordview, South Africa.

If you have any queries regarding this notice or the processing of your personal information, please contact Little Charmers at info@littlecharmernessa.co.za.

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****PERSONAL INFORMATION****

Personal Information encompasses data, whether in written or electronic form, pertaining to a natural person, or where applicable, an existing juristic person. This includes, but is not limited to:

- Name, surname, identity number, passport number, birth certificate, date of birth, email address, physical address, postal address, telephone number, driver's license, location information, website, online identifier, or other identifying symbols assigned to the person.
- Information regarding race, gender, national, ethnic or social origin, color, genetic data, sexual orientation, age, physical or mental health, well-being, disability, religion, conscience, belief, culture, language, and birth of the person.
- Information relating to education, medical history, financial history, employment history, personal measurements, statistics, skills, talents, images, photographs, videos, portfolios, biometric information, and correspondence sent by the person.

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****SCOPE****

This notice applies to all personal information collected, used, shared, or otherwise processed through Little Charmers' business activities, including:

- Official social media pages.
- Emails.
- Any discussions or correspondence with Little Charmers and its representatives.

Throughout this notice, the interactions and activities of Little Charmers are referred to as "services." While rendering services, third-party involvement may occur, which is not controlled by Little Charmers and may not be covered by this notice. Little Charmers bears no responsibility or liability for the content, activities, and services of such third parties. We advise consulting these third parties regarding their applicable privacy policies, as they may collect your personal information.

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****PROCESSING****

We collect, use, disclose, or otherwise process your personal information where it is fair and lawful to do so. We process your personal information on the basis of your consent unless stated otherwise. In certain instances as required by POPI, we may ask for your explicit consent to process your personal information for a specific purpose. In most cases, providing your personal information to Little Charmers is necessary for the performance of your contract with us. Failure to provide your personal information may result in our inability to provide the services we offer.

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****OBTAINING YOUR PERSONAL INFORMATION****

Personal information may be obtained in the following ways:

1. ****Directly from You:****

- Completing forms, registering on the Little Charmers website, attending events, making comments or inquiries, subscribing to direct marketing, etc.

- Information collected may include name, address, email address, telephone number, credit card information, age, gender, household information, marketing preferences, user-generated content, and information about family members or other individuals provided to us.

2. ****Collected Automatically:****

- When visiting or using Little Charmers' website, information may be collected through cookies and other technologies. Please refer to Little Charmers' Cookies Policy for more details.

3. ****From Other Sources:****

- Personal information may be collected from trusted business partners, social media sites, consumer research organisations, credit reference agencies, and intermediaries facilitating data portability. This information may include interests, consumer behaviour, publicly observed data, and activities such as blogs, videos, internet postings, and user-generated content.

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****USING YOUR PERSONAL INFORMATION****

Your personal information is used for:

- Fulfilling Little Charmers' professional services in securing bookings for models/talents.
- Communicating casting/audition briefs.
- General communication relating to Little Charmers' services.
- Sending notifications of new developments/products.
- Responding to requests or inquiries.
- Administering record-keeping.
- Meeting legal and regulatory requirements.

****PROTECTING YOUR PERSONAL INFORMATION****

We have implemented appropriate technical and organisational measures to protect your personal information against unauthorised access, disclosure, alteration, or destruction. Your personal information is stored on secure computer systems accessible only to authorised personnel.

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****CHOICES REGARDING DIRECT MARKETING****

We may send newsletters, offers, and promotional materials related to Little Charmers and its partners' services if you have consented to receive such messages. You can opt-out of these communications at any time by following the unsubscribe instructions provided in each direct marketing email or by contacting Little Charmers directly.

****YOUR RIGHTS****

You have various rights in relation to your personal information, including the right to request access, correction, deletion, or restriction of your personal information. You may also withdraw consent or object to the processing of your personal information for direct marketing purposes.

****HOW LONG WE RETAIN YOUR PERSONAL INFORMATION****

We will retain your personal information only for as long as reasonably required for the purposes outlined in this notice or to comply with legal or regulatory requirements applicable to us.

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****MINORS****

As all applicants for Little Charmers' services are minors, parental/legal guardian consent is required for the collection, use, and processing of personal information.

****COOKIES POLICY****

Cookies are used on Little Charmers' website to enhance user experience, provide tailored content, improve website performance, and deliver interest-based advertising where appropriate. Please refer to Little Charmers' Cookies Policy for detailed information on the types of cookies used and how to manage them.

****CHANGES TO THIS PRIVACY NOTICE****

This notice may be modified or amended occasionally. Material changes will be notified accordingly.