



Hell's Poker Production Privacy

Last Modified: July 1, 2021

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#### Scope

This Policy describes how Hell's Poker, Inc. and its affiliates (collectively, "Hell's Poker") treat Personal Information we collect, both online and offline, in relation to the casting of our film, television, digital, and other productions and related or applicable programming (the "Production").

This Privacy Policy applies to all cast members, individuals who apply for or audition to be a participant in the Production, including individuals who submit their Personal Information via Hell's Poker Online Auditions or the online platform ("Platform"), members of the public who consent to being recorded, or individuals who otherwise consent to participate in applicable programming related to the Production ("Production Participants").

Please review this Privacy Policy carefully. By applying to participate in a Production, you acknowledge the data collection practices and purposes outlined in this Policy. If we will use your Personal Information in a manner different from what is described in this Privacy Policy, we will provide notice to you.

In addition, by submitting any information to the Hell's Poker Online Auditions or via the Platform, you consent to the terms of this Privacy Policy. The Platform is for a general audience and not targeted to children.

This Policy does not apply when you interact with us as a consumer.

## What Information We Collect About You

We collect information from and about you in connection with the Production, including information (i) that you provide us as part of your application; (ii) automatically collected through the Platform; (iii) from third parties or public sources (e.g., recruitment/casting agencies or social media profiles). Some of this information may be considered “Personal Information,” as defined under applicable law. Personal Information, which also includes “Personal Data” as defined in the General Data Protection Regulation (GDPR), means information that identifies you or your device or is reasonably associated with you.

Information you provide directly to Hell’s Poker. Examples of the types of Personal Information that we may request from you will include, but may not be limited to, the following:

- Contact information, such as name, email address, postal address, phone number, and mobile number;
- Photos and videos of you submitted during the casting process;
- User name, password, and password reminder questions and answers;
- Age and date of birth (if required or permitted by law);
- Other demographic information, such as personal characteristics, gender and job information;
- Public information, including profile information, you provide to Hell’s Poker for publication, such as your user name, comments, likes, interests, status, pictures and the address of your website;
- Information posted in community discussions and other interactive online features;
- Correspondence you send to us;
- Information collected about you offline (including via mail, or in person); and
- If you access the Platform or Online Auditions through a third-party connection or log-in, your user submitted information, which will be governed by this Privacy Policy, may also include:
  - ♣ Your user ID and/or user name associated with that third-party service;
  - ♣ Any content you submit or transmit on the Platform, including audio, video, text, or other materials, including so-called “user generated content” (collectively, “User Submissions”), which are subject to the Terms of Use.
  - ♣ Any information/content you have permitted the third party to share with Hell’s Poker; and
  - ♣ Any information you have made public in connection with that third-party service (collectively, “Third Party Information and Content”).

Sensitive Information. Hell’s Poker may also collect special categories or sensitive information from you with your consent. Sensitive Personal Information may include Personal Information regarding your racial or ethnic origin; your political opinions, religious beliefs, or other beliefs of a similar nature; whether you are a member of a trade union; data regarding your physical or mental health or condition; your sexual orientation; and data regarding the commission or alleged commission of any criminal

offense. Where we do not ask you to provide sensitive Personal Information, please refrain from providing such information.

**Information Collected About Others.** We may collect contact information about other individuals when you provide information about them or refer a friend to a particular website or service (note: such information is used solely to facilitate the communications requested). When we do this, we will identify you as the person making the referral.

Information Hell's Poker collects automatically via the Platform. When you access and interact with the Platform, Hell's Poker and its service providers may collect certain information about those visits. For example, in order to permit your connection to the Platform, our servers receive and record information about your computer, device, and browser, including potentially your IP address, browser type, and other software or hardware information. If you access the Platform from a mobile or other device, we may collect a unique device identifier assigned to that device, or other information for that device. Cookies and other tracking technologies (such as browser cookies, pixels, beacons, and Adobe Flash technology including cookies) are comprised of small bits of data. Our websites, apps and other services send this data to your browser when you first request a web page and then store the data on your computer or other device so the website or app can access information when you make subsequent requests for pages from that service. These technologies may also be used to collect and store information about your usage of the Platform, such as pages you have visited. By collecting and using this data, we hope to improve the quality of the Platform.

Information Hell's Poker obtains from other sources. Where permitted by applicable law, Hell's Poker may collect information about you from other sources, including casting agencies, social media or background check providers. Information collected from third parties may include:

- Name, postal address, and telephone number;
- Demographic data, such as age, gender, and income level;
- Publicly-observed data, such as activities on blogs, videos, and other online postings; and
- When you use our Platform, navigation data, such as websites visited and advertisements viewed or clicked on.

This Privacy Policy does not cover the practices of third parties, including those that may disclose information to Hell's Poker, and their use of your information is governed by the privacy policies of such third parties.

**Combining Information.** Please note that all of the information Hell's Poker collects about you may be combined, including to help Hell's Poker tailor its communications to you and to enhance its services on the Platform.

**How We Use Your Information & Why**

Hell's Poker uses your information for the purposes described in this Policy and as further disclosed to you, as and when necessary. We will use your Personal Information in ways that are consistent with our legitimate interest in casting and production activities, including to:

- Facilitate auditions, including sharing your Personal Information with certain business entities that Hell's Poker works with, for example, in connection with the Production, such as producers, broadcasters, casting directors, and consultants;
- Contact you about your application, the casting process, and/or your involvement in the Production as well as to respond to any of your requests.
- Fulfill your requests for products, services, and information, including to send you electronic newsletters, and/or inform you of upcoming audition or casting opportunities;
- Provide you with information, special offers and promotional materials on behalf of Hell's Poker, companies within the Hell's Poker corporate family, and third parties, in accordance with applicable law, subject to your right to withdraw consent provided in the "Your Choices" section of this Privacy Policy;
- Analyze the use of the Platform and information about visitors to the Platform to understand and improve the Hell's Poker service offerings and, in accordance with Hell's Poker' sharing policies, discussed below, to produce or disclose anonymous or aggregated data and statistics that might help third parties develop their own products and service offerings;
- Customize the content you see when you visit the Platform;
- Develop and provide advertising tailored to your interests, subject to your rights in the "Your Choices" section of this Privacy Policy;
- Prevent potentially prohibited or illegal activities and otherwise in accordance with the Platform's Terms of Use;
- Verify all information you provide to Hell's Poker for purposes of compliance rules for the particular Production;
- Process sensitive Personal Information to assess your suitability for a Production or monitor the diversity of our applicants, where permitted by applicable law;
- Comply with legal investigations and inquiries;
- Protect, enforce, and defend our rights; and
- For any other purposes disclosed to you at the time Hell's Poker collects your information, pursuant to your consent or as otherwise authorized by law.

## Who We Share Your Data With & Why

### Disclosure of Information Related to the Production

Hell's Poker may share Personal Information with its affiliates that are involved in casting decisions and otherwise connected to the Production. Hell's Poker also shares your Personal Information with third parties in a limited number of circumstances:

In Accordance with Your Production Contract. When you sign a contract with

Hell's Poker in relation to the Production, we will disclose your Personal Information in accordance with the terms of that contract, including when Production content is aired or distributed publicly.

**With Your Consent.** With your consent, Hell's Poker may share your contact information with third party marketing partners.

**Sensitive Information.** Hell's Poker may disclose sensitive Personal Information contained within or derived from Production data to third parties connected with the Production and to compile information from third parties in connection with the application process about Production Participant's sensitive Personal Information. Hell's Poker may reveal such Sensitive Personal Information to third parties in the course of the Production application or audition process.

**For Processing Online Audition Content.** Hell's Poker may also engage a third party to provide some of the services associated with the Online Auditions. This third party will collect and host the information that you submit to Hell's Poker but will not use any of this information for purposes other than providing the services in relation to Online Auditions. Personal information submitted via the Hell's Poker Online Auditions or via the Platform will not be made publicly available and will only be visible to Hell's Poker, its business partners (e.g., production companies, advertisers, marketing agencies, etc.) and Hell's Poker representatives associated with the Online Audition and Platform.

**Authorized Third Party Service Providers.** Hell's Poker shares your contact information with third party vendors who help Hell's Poker with specialized services, including Production support, customer support, email and text message deployment, business analytics, marketing, suppression list management and data processing. These third parties are allowed to use your contact information to help Hell's Poker provide Hell's Poker' services and not for any other purpose.

**Co-Branded Partners.** Co-Branded Partners are third parties with whom a Hell's Poker service may jointly offer a service or feature. You can tell when you are accessing a service or feature offered by a Co- Branded Partner because the Co-Branded Partner's name will be featured prominently. You may be asked to provide information about yourself to register for a service offered by a Co-Branded Partner. In doing so, you may be providing your information to both Hell's Poker and the Co-Branded Partner, or Hell's Poker may share your information with the Co-Branded Partner. Please note that the Co-Branded Partner's privacy policy may also apply to its use of your information.

**Hell's Poker and Other Hell's Poker Businesses.** Where permitted by law, Hell's Poker may share information Hell's Poker collects about you with other Hell's Poker-affiliated companies. We may share this information so that Hell's Poker can provide you with

information about products and services that might interest you, subject to your right to withdraw consent provided in the “Your Choices” section of this Privacy Policy.

**Business Transfers.** Hell’s Poker may share your information in connection with a substantial corporate transaction, such as the sale of a Hell’s Poker service, a merger, consolidation, asset sale, or in the unlikely event of bankruptcy.

**Legal Requirements.** Hell’s Poker may disclose information about Production Participants, including contact information, to respond to subpoenas, court orders, legal process, and other law enforcement measures, and to comply with other legal obligations.

#### Disclosure of Information Related to the Platform

**Service Providers Who Collect Information via the Platform.** When you use the Platform, authorized third party service providers may collect information about your visits to the Platform with cookies, web beacons and other similar technologies that may be used to deliver advertisements or marketing tailored to your interests or, in connection with other data about you including data regarding your use of websites, apps or other services over time and across the Internet, to determine the connections that may exist among different devices. For example, if your IP address is associated with multiple devices (such as smartphones, connected TVs, tablets and so on), these services providers may determine that you, as a user, are connected to such devices.

**To Allow Third-Parties and Service Providers to Assist in Providing and Managing the Platform.** Hell’s Poker may make your Personal Information available to certain third-party service providers, such as contractors, agents, or sponsors, who help manage or

are involved with the audition process or Production, for example: developing or supporting products and features; conducting email marketing; or assisting with the administration of the auditions or the Production. These third parties and outside service providers are required to protect Personal Information entrusted to them and not use it for any other purpose than the specific service they are providing to Hell’s Poker.

**To Allow Social Sharing Functionality.** If you log in with or connect a social media service account, Hell’s Poker may share your information, including your user name, picture, and likes, as well as your activities and comments with other Platform users and with your friends associated with your social media service. Hell’s Poker may also share the same information with the social media service provider. By logging into the Platform with or connecting your Platform account with a social media service, you are authorizing Hell’s Poker to share information Hell’s Poker collects from and about you with the social media service provider, other users and your friends and you understand that the social media service’s use of the shared information will be governed by the social media

service's privacy policy. If you do not want your Personal Information shared in this way, please do not connect your social media service account with your Platform account and do not participate in social sharing on the Platform.

Protect the Platform and Users. Hell's Poker may disclose information to protect and defend the legal rights, interests, and safety of the Platform, other Hell's Poker companies, and their employees, agents, and contractors (including enforcing Hell's Poker' agreements); to protect the safety and security of users of the Platform and members of the public; and as otherwise disclosed in the Hell's Poker Terms of Use or authorized by law.

### Your Choices

You can control cookies and tracking tools on our Platform. You have choices about whether cookies and other similar technologies are placed on your computer or mobile device. You also may choose to opt out of use of data that Hell's Poker-authorized third party service providers or Hell's Poker collects about your visits to Hell's Poker business partners' websites that may be used to deliver advertisements tailored to your interests. Within the Platform, you may withdraw your consent to your Personal Information being used and/or shared for the following secondary purposes by clicking <https://privacy.cbs/cookies>.

- To communicate with you for the purposes of providing you with advertising and marketing messages pertaining to additional products or services that may be of interest to you; and
- To personalize our advertisements to ensure that such advertisements are of relevance for you.

You can choose what information you provide on our Platform. If you choose to share contact information with us, you may have the opportunity to update that information on one of our Hell's Poker services. You also may update or amend your information by contacting us. If you ask Hell's Poker to shut down your account or delete your information, Hell's Poker will disable your account within a reasonable period of time.

Please note that Hell's Poker may need to retain some information about you in order to satisfy Hell's Poker' legal and security obligations. For example, some of your information may remain in back-up storage even if you ask Hell's Poker to delete it. In some cases, you may be entitled under local laws to access or object to the processing of information that Hell's Poker holds relating to you.

You can choose not to receive marketing emails. Hell's Poker may periodically send promotional materials or notifications related to the Production or the Platform. If you want to stop receiving promotional materials, follow the unsubscribe instructions. There are certain service notification emails that you may not opt-out of, such as notifications of changes to the Platform or policies. If you have installed a mobile app and you wish

to stop receiving push notifications, you can change the settings either on your mobile device or through the app.

## Your Rights

### Your Rights if you are located in California

California Consumer Privacy Act. If you are a California resident, you have specific privacy rights governed by the California Consumer Privacy Act (CCPA). These rights include:

- Right to Know. You have the right to request a report showing the Personal Information collected, shared, and sold about you in the past 12 months.
- Right to Opt-Out of Sale of Your Data. You have the right to opt-out of the sale of your Personal Information to third parties.
- Right to Deletion. You have the right to request that we delete any Personal Information collected from you.
- Right to Non-Discrimination. We shall not discriminate against you based on your exercise of any of the above rights.

We may require additional information to verify your identity or to verify that your authorized agent has the authority to make the request on your behalf before responding to a CCPA rights request. We will respond to your request within 45 days if possible and required under the law.

For further information about your California Privacy Rights, please visit <https://ca.privacy.cbs/>.

Do Not Track. Our websites and apps are not designed to respond to "do not track" requests from browsers.

“Shine the Light” and “Eraser” Laws. Residents of the State of California may request a list of all third parties to which we have disclosed certain information during the preceding year for those third parties’ direct marketing purposes.

If you are a California resident under the age of 18, and a user of the website where this policy is posted, you may request removal of content or information you have publicly posted. Please be aware that such a request does not ensure complete removal from the Internet of the content or information you posted, and there may be circumstances in which the law does not require or allow removal.

For all requests under the “Shine the Light” or “Eraser” Law, please click <http://privacy.cbs/managementrights> to fill out a contact form.



We do not sell any Personal Information that we collect about you as a Production Participant to any third parties.

#### Your Rights if you are located in the European Economic Area (EEA)

If you are located in the European Economic Area (EEA), you have certain rights under the General Data Protection Regulation:

- The right to object to our processing of your data.
- The right to request that your information be erased or restricted from further use.
- The right to request a copy of the information we hold about you.
- The right to correct, amend or update information you have given us (where you have an account with us you can also do this by logging in and updating your information).
- The right to contact or submit a complaint to the EU supervisory authority regarding our privacy practices.

Please note that Hell's Poker does not engage in any automated decision-making about you.

To exercise any of the above rights you may contact us at any time here <http://privacy.cbs/managementrights>. Please note that whilst we will carefully assess every request we receive, your rights may differ according to your place of residence and we may not always have a legal obligation to comply. When this happens, we will explain why.

Data that is collected from the EEA may be transferred to countries outside of the EEA that may not provide levels of protection for your Personal Information equivalent to the protection provided by the laws of the European Union, including the United States. For the purposes of such cross-border data transfers and to protect your information, we have executed Standard Contractual Clauses between the Data Controller and all other Controllers and Processors with whom we may share Personal Information of data subjects located in the EEA.

**Legal Basis for Processing.** We will only collect, store, or otherwise process Personal Information collected from you in the EEA in the following situations:

- When we have your consent to do so. For example, if you opt in to receive promotional emails. You can withdraw your consent at any time as described below or directly through the Services.
- When we need to use your Personal Information to perform our responsibilities under our contract with you (e.g., providing the products or Services you have requested).

- When we have a legitimate interest in processing your Personal Information. For example, we may process your Personal Information to communicate with you about our Services; and to provide, secure, and improve our Services. You have the right to object to our processing of your Personal Information that is based on our legitimate interests.
- When we are required by law to process the information.

Should you have any questions or would like to make a complaint, you may contact us here <http://privacy.cbs/managementrights>.

### Protecting Your Information

We use reasonable security measures. We are committed to protecting your information. We have adopted commercially reasonable technical, administrative, and physical procedures to help protect your information from loss, misuse, unauthorized access, and alteration. Please note that no data transmission or storage can be guaranteed to be 100% secure. We want you to feel confident using our Services but we cannot ensure or warrant the security of any information you transmit to us.

### Data Retention

We will only retain your information as long as necessary to achieve the purposes for which your data was collected as described in this Policy or further disclosed to you as part of the application process.

### Privacy Protections for Children

The Platform is intended for a general audience and we do not knowingly collect or store Personal Information about children under the age of sixteen (16).

### Changes to This Privacy Policy

From time to time, we may change this privacy policy to accommodate new technologies, industry practices, regulatory requirements or for other purposes. We will provide notice to you if these changes are material and, where required by applicable law, we will obtain your consent. Notice may be by email to you at the last email address you provided us, by posting notice of such changes on our websites, applications and Services, or by other means, consistent with applicable law.

## Questions

If you have any questions about this Privacy Policy, you may submit a “general privacy request” here [casting@hellspoker.win](mailto:casting@hellspoker.win)