

Participant Privacy Notice

Wheelhouse Media UK Limited is a "controller" of your personal data. This means that we are responsible for deciding how and why we use personal data we hold about you.

Why we use your personal data

You have agreed to participate in a presentation for a show we are producing. **Primarily we process your personal data for the purpose of the development, production and promotion of the show including pitching it to broadcasters, distributors or other commercial partners.**

We use your personal data where it's necessary to do so in accordance with any agreements we have with you. This includes: (i) filming you and producing the show for the primary purpose of pitching the show concept to interested commercial partners; and (ii) paying you any compensation or other expenses you are entitled to under our agreement.

We will use your personal data where the use is in our or a third parties' legitimate interests; these interests include: (i) research for the show; (ii) the management of the show; (iii) communicating with you; (iv) securing insurance; (v) maintaining records of the show; and (vi) exercising legal rights and establishing or defending legal claims (including prospective proceedings).

We will use your personal data where required for a legal obligation we are subject to. This includes complying with: (i) health and safety legislation (including testing and prevention measures in connection with a public health crisis, such a COVID-19); (ii) legislation in the field of employment; (iii) requirements for tax and national insurance deductions and reporting; and (iv) court orders.

We will also use your personal data as necessary to protect your and another person's vital interests in an emergency situation; and as required for reasons of substantial public interest.

What legal grounds do we use for processing your personal data:

Under data protection law, there are various grounds on which we can rely when processing your personal data. In some contexts, more than one ground applies. We have summarised these grounds as Contract, Legal Obligation, Legitimate Interests and Consent and outline what those terms mean in the following table.

Term	Ground for Processing	Explanation
Contract	Processing necessary for performance of a contract with you or to take steps at your request to enter a contract.	Carrying out our contractual duties and exercising our contractual rights.
Legal Obligation	Processing necessary to comply with our legal obligations.	Ensuring we perform our legal and regulatory obligations. For example, providing a safe place of work and avoiding unlawful discrimination.

Legitimate Interests	Processing necessary for our or a third party's legitimate interests.	We or a third party have legitimate interests in carrying on, managing and administering our respective businesses effectively and properly and in connection with those interests processing your data. Your data will not be processed on this basis if our or a third party's interests are overridden by your own interests, rights and freedoms.
Consent	You have given specific consent to processing your data.	In general, processing of your data in connection with the services you provide is not conditional on your consent, although there may be general exceptions to this.

If you are appearing in one of our programs, on some occasions, we or third parties will rely upon exemptions to data protection rules in relation to journalistic freedom. Such exemption applies if: (i) the personal data is used for journalism, (ii) we act with the intention or hope of publishing journalistic material, (iii) we reasonably believe that publication is in the public interest, and (iv) we reasonably believe that complying with a specific part of data protection law is incompatible with journalism.

How we process any special category data from you:

Personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, health, sexual orientation, sex life, trade union membership and genetic and biometric data are subject to special protection and considered by UK privacy law to be "special category data".

If we process special category data about you, as well as ensuring that one of the grounds for processing mentioned above applies, we will make sure that one or more of the grounds for processing special category data applies. These include: explicit consent, employment, social security and social protection (if authorised by law), vital interests, not-for-profit bodies, made public by the data subject, legal claims or judicial acts, reasons of substantial public interest (with a basis in law), health or social care (with a basis in law), public health (with a basis in law), or archiving, research and statistics (with a basis in law). In general, we will rely on the Legitimate Interests grounds outlined above as well as explicit consent with respect to your special category data.

Where do we get your personal data from:

Generally, we collect your personal data from you directly, although in certain circumstances we may receive personal data about you from other sources, for example your agent or representative or publicly available information (such as news articles or profiles on social media sites). This may include information about your experience, biographical information, information about your interests and other information you make manifestly available to the public. Also be aware other participants may refer to you in the course of their filmed contributions in the show.

Who we share your personal data with

Filmed material may be made publicly available as part of efforts to promote the show.

In addition, we may also disclose your personal data to the following categories of recipients in the following circumstances:

- broadcasters; distributors; and other third-party commercial partners interested in investing in or commissioning the show;
- members of our corporate group to assist with the development and production of the show;
- companies and individuals involved in the development and production of the show and related service providers (such as insurance providers; travel and accommodation providers; and payroll administrators);
- our advisors where we believe that doing so is necessary (i) to protect the rights, property, security, or safety of us, our show, our personnel or the public; (ii) to enforce any contract or policies we have in place with you; and (iii) to investigate and defend ourselves or others against any third-party claims or allegations;
- government entities, such as HM Revenue & Customs and other third parties and regulatory authorities, or law enforcement where required by law or where necessary for the exercise or defense of legal claims or protection of the show and others; and
- potential purchasers or investors and our and their advisors in relation to a business transaction, such as a merger, change of control or sale of assets.

International Transfers

If we transfer your personal data outside of the UK (for example, to the USA), we ensure a similar degree of protection is afforded to it – specifically we will only transfer your personal data to countries which have an adequacy decision from the UK's data protection regulator (such as the EU territories) or, if this is not applicable, we will put in place appropriate contractual clauses to ensure your personal data is processed securely and in accordance with your rights.

Data retention

We only retain your personal data for as long as necessary for the uses described above. When determining the relevant retention periods, we take into account factors including contractual obligations and rights in relation to the information involved; the potential risk of harm from unauthorised use or disclosure of your personal data; the purposes for which we process your personal data and whether we can achieve those purposes through other means; legal obligations under applicable law to retain data for a certain period of time (such as tax and accounting requirements); statute of limitations under applicable laws; (potential) disputes; and guidelines issued by relevant data protection authorities. Where we no longer require special category data for the purposes for which it was collected, we will delete it or render it permanently anonymous.

Please note, we will always retain a record of all of those involved in the show and the show itself for our records.

Your Rights

Under data protection law, you have the following rights in relation to your personal data: (i) to request access to your personal data; (ii) to request correction of your personal data; (iii) to request erasure of your personal data; (iv) to object to processing of your personal data; (v) to request restriction of processing your personal data; (vi) to request transfer of your personal data; and (vii) the right to withdraw consent in the limited circumstances we have sought and you have given consent for a specific use of your personal data.

The rights above are not absolute and there may be circumstances where we are unable to comply with your request (either wholly or in part). Data protection law contains exemptions to some obligations on controllers and rights of individuals where personal data is used for artistic purposes which means that in some circumstances your data rights may not apply.

If you are unsatisfied with our response to any data protection issues you raise with us, you have the right to complain to your data protection supervisory authority (this is the Information Commissioner's Office in the UK), although we ask that you try and settle any issues with us in the first instance.

Contact us

If you have any queries in relation to how we use your personal data or you want to exercise your data rights please contact legal@wheel-house.com.