

## PRIVACY POLICY

Effective Date: July 31, 2019

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### WHO WE ARE

The data controller and operator of this website is Modelland Holdings LLC located at 10960 Wilshire Blvd., 5th Floor, Los Angeles, California 90024 and references to Modelland Holdings LLC used in this policy include all members of the Modelland group of companies ("Modelland Group Companies") which is comprised of affiliates, wholly owned subsidiaries, joint venture partners, parent or holding companies. Each of our websites will refer to the primary Modelland company responsible for providing services to you. Modelland Holdings, LLC ("Modelland", "we", "us", "our") is committed to protecting and respecting your privacy.

### WHAT THIS PRIVACY POLICY IS ABOUT

This Privacy Policy (together with our Terms of Use, Cookie Policy and any other documents referred to therein) provides information on the data we collect from you, or that you provide to us, through this website ("Website") and how we process it. Please read this policy carefully before you provide us with your personal information. This Policy provides detailed information about when and why we collect your personal information, how we may use it, and how we keep it secure. This policy works in conjunction with the Cookie Policy and Terms of Use. It covers what we collect from you or your use of the Website, it does not apply to information that you provide or have provided to other websites or social media or that has come from public sources. This policy also provides information about your privacy rights and to how to request and enforce them.

### HOW WE COLLECT YOUR PERSONAL INFORMATION

We collect your personal information at the point you decide to interact with us. This may include signing up on line, subscribing to newsletters, event updates, products and services, contacting customer service, asking a question or making a comment.

### WHAT PERSONAL INFORMATION WE COLLECT

The information you give us may include your name, address, e-mail address and phone / mobile number. We may also collect information from you that you choose to provide for example when you send us a resume or CV through our approved channels, such as the careers page or contact section indicated on our website.

## INFORMATION WE COLLECT FROM OTHER SOURCES

We may process your personal information if you use any of our other websites operated by our Modelland Group Companies including purchase history, browsing habits and user experience. We may also receive and display information and content which you make publicly available on your social media platforms.

We also work closely with third parties (including, for example, our suppliers, advertising networks, analytics providers and ad-tech companies) and we may receive information about you from them.

## HOW WE USE YOUR INFORMATION

Information you give to us: We use this information to:

- help us respond to your queries;
- carry out our obligations arising from any contracts we enter with you to provide you with information, products and services you've requested from us;
- send you our newsletter, email updates, services we feel may interest you and other subscriptions with your consent;
- provide you with information about other, similar goods and services we offer based on what you've recently purchased or enquired about;
- if you are not in the EEA or a jurisdiction that prohibits it, we can provide you, or permit selected third parties to provide you, with information about goods or services that may interest you;
- notify you about changes to our services; and
- comply with legal and regulatory requirements.

We use information we collect about you to:

- improve our Website to present content to you and your computer in an effective manner;
- allow you to participate in interactive features of our services, when you choose to do so as part of our efforts to keep our Website safe and secure;
- measure or understand the effectiveness of our advertising, and to deliver relevant advertising to you; and
- provide or permit third parties to provide targeted advertising via websites you visit about goods or services that you may find interesting (see Ad Tech section and Cookie Policy)

We may combine information we receive from other sources with information you give to us and information we collect about you and use them to ensure that content from our Website is presented in the most effective manner for you and for your computer.

## DISCLOSURE OF YOUR INFORMATION

We may share your personal information with Modelland Group Companies and with selected third parties including:

- business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you in order to provide you with a product or service;
- except for EEA or countries that prohibit it, we may share your personal information with business partners, suppliers and sub-contractors to provide you with unsolicited direct marketing information about promotions and offers without asking for your consent;
- Non- personal, aggregated, anonymised or other data to advertisers, advertising networks and social networks that require the data to select and serve relevant adverts to you and others. We may also use aggregated information to help advertisers reach the kind of audience they want to target;
- analytics and search engine providers that assist us in the improvement and optimisation of the Website.
- In the event that we sell or buy any business or assets, we may disclose your personal information to the prospective seller or buyer of such business or assets or transfer personal information held where it is one of the transferred assets;
- We may share your personal information if we are under a duty to disclose or share your data in order to comply with any legal obligation;
- in the event of an emergency;
- in order to enforce or apply our Terms of Use and other agreements, or to protect the rights, property, or safety of Modelland, our customers, clients or individuals; or
- if you consent to allow us to share your information.

## STORAGE AND TRANSFER OF INFORMATION

All the information you provide, including your personal information, may be processed and stored, transferred or accessed by entities around the world. Specifically, the information and personal information that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"), including the United States. It may also be processed by staff operating outside the EEA who work for us or for one of our Modelland Group Companies or your information may be processed outside the EEA by our suppliers (permitted third parties) who have entered into a processing agreement.

When we, or our permitted third parties transfer your information outside the EEA, we or they will impose obligations on the recipients of that information to protect the information to the standard required in the EEA or otherwise require the recipient to subscribe to international frameworks intended to provide secure data sharing. In the case of transfers to us, we will put in place appropriate safeguards to ensure that your information remains protected under the standards required by the sender's jurisdiction.

Once we have received your personal information, we will use strict procedures and security features to protect your information from unauthorized access. We have put in place technical and organizational procedures to safeguard the information and personal information we collect on this Website.

## COOKIES AND TECHNICAL DATA

This Website uses cookies to help us recognize you and provide you with a good user experience when you browse this Website. We also use cookies and other similar technology to improve this Website. You may have set your consent for recurring and non-recurring cookies through the link in our Cookie Policy and you can change your consent and other preferences for Cookies by following the guidelines there. For detailed information on the cookies we use and the purposes for which we use them see our Cookie Policy.

## ADVERTISING AND SOCIAL MEDIA

We, and/or our Modelland Group Companies, engage in on-line advertising that appears on third party websites to keep you aware of our brands, events, products and services. We do this using a variety of digital marketing networks and a variety of advertising technologies like pixels, ad tags, cookies and mobile identifiers as well as service providers such as Google and Facebook. The banners and ads you see will be based on information we hold about you, from what you've bought or responded to in the past or your customer journey on our websites. We encourage you to become familiar with our Cookie Policy . We are not responsible for the data and information treatment employed by other third party websites where our advertising is displayed (our Privacy Policy only refers to our websites), so please always read the privacy policy on third party websites.

## CHILDREN

This Website is not directed toward children under 13 years of age nor do we knowingly collect information from children under 13. If you are under 13 years of age, you are not permitted to submit any personal information to us in any way.

## PROFILING

Individuals have the right not be subject to automated processing, including profiling. We do not engage in automated processing for any reason. We are engaged in the process of decision-making at all levels every day, but all of our decisions and processing are done on a personalized basis. Should we ever institute automated processing or profiling we will make you aware of this and provide a means for you to contact us to discuss the automated process and decision.

## YOUR CALIFORNIA PRIVACY RIGHTS

California Civil Code Section 1798.83 permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to [dataprivacy@model-land.com](mailto:dataprivacy@model-land.com).

## YOUR EU AND OTHER PRIVACY RIGHTS

If you are a resident of the EEA you may request a copy of your personal information and confirmation that we are processing personal information about you. You may also be entitled to ask us for other information such as purposes of processing, categories of personal data and recipients of the information. You may be entitled to request correction of any personal information about you which is incomplete or inaccurate, deletion or erasure of it, suspension of processing of it or making it available for transfer to third parties. These rights apply under and subject to applicable law. If you want to exercise any of these or other rights under applicable law, please contact us at [dataprivacy@model-land.com](mailto:dataprivacy@model-land.com). We may require you to prove your identity with approved identification.

You may also have the right, in certain circumstances, to object to our processing your personal information. However, we may be entitled to continue processing it in line with applicable law. You can exercise this right at any time by contacting us at [dataprivacy@model-land.com](mailto:dataprivacy@model-land.com). You may also have the right, where provided under applicable law, to ask us to stop processing your personal information for direct marketing purposes. You can exercise this right by checking certain boxes on the forms we use to collect your information or by clicking "unsubscribe" on the

emails you receive. You can also exercise this right at any time by contacting us at [dataprivacy@model-land.com](mailto:dataprivacy@model-land.com).

We will retain your personal information for as long as needed to provide you with services you have requested. We will retain and use your personal information as necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

## YOUR CHOICES

You may have the opportunity to receive certain communications from us related to the Website. If you provide us with your email address in order to receive communications, you can opt out at any time by using the unsubscribe links at the bottom of our emails. Some browsers support a "Do Not Track" feature, which is intended to be a signal to websites that you do not wish to be tracked across different websites you visit. Certain legal obligations require that we disclose how websites we operate react to Do Not Track signals. The Website does not currently change the way it operates based upon detection of a Do Not Track or similar signal. Please note that we cannot control how third party websites or online services you visit through Website respond to Do Not Track signals. Check the privacy policies of those third parties for information on their privacy practices.

## SECURITY

We have implemented commercially reasonable technical and organizational procedures measures designed to secure your personal information from accidental loss and unauthorized access, use, alteration or disclosure such as firewalls and encryption. In addition, we limit access to your information by employees, agents, contractors, suppliers and authorized third parties who have a business need to know. All are subject to a duty of confidentiality and they will process your information only upon our instructions. Website access to your personal information is protected by password authentication. We have also put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach as required by law or regulation. Finally, please note that the internet is an open system and even with safeguards, we cannot and do not guarantee or warrant the security of any information that you transmit on or through our Website and any transmission of your information is at your own risk.

## LINKS TO THIRD PARTY WEBSITES

Our Website, our newsletters, email updates and other communications may, from time to time, contain links to and from the websites of others, including our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies.

## CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our Privacy Policy will be posted on this page. Please check back frequently to see any updates or changes to our Privacy Policy. If you do not agree or consent to these updates or changes, do not continue to use the Website.

## CONTACT

Privacy Policy: Questions, comments and requests regarding this Privacy Policy should be addressed to [dataprivacy@model-land.com](mailto:dataprivacy@model-land.com).

This website is for information purposes and is not suitable for Inquiries regarding your talent, content, photos, acting or resumes, photos or other unsolicited personal information or

enquiries. We cannot process your information if it is sent to the wrong place and it will be deleted upon submission.

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