

SNOWMAN PRODUCTION

PERSONAL DATA POLICY

1. Registration and processing of personal data

Snowman Productions ApS ("Snowman"), Klerkegade 10B, 1308 København K, CVR.nr. 33377894, is responsible for the storage and processing of the personal data that is registered and is processed by Snowman as part of the production company's activities, especially the personal data of performers in Snowman's productions and casting participants in the preparation of Snowman's productions.

Snowman's storage and processing of personal data is subject to the terms of this personal data policy.

2. Which personal data is stored and used?

Snowman processes in particular the following categories of personal data concerning the performers in Snowman's productions and casting participants (bearing in mind that only the information that is relevant for the specific production is processed in relation to the performers/casting participants):

- Ordinary contact information (name, email, telephone number and address)
- CPR number (Danish government identification number)
- Information about family relationships, financial circumstances, and bank account information as well as other information about personal affairs, including
- Information on employment terms and working conditions
- Health information, and in some cases information about sexual orientation
- Images/photos as well as video recordings with sound of the performers/casting participants taken during production and during casting

Personal data is processed in digitalised and written form, and personal data may be in the form of digital images and audio recordings.

3. Purposes of data processing

Snowman processes personal data for the following purposes:

- Productions of TV formats and TV programmes, including entertainment and documentary programs.
- Distribution of TV productions to broadcasters (TV stations) and distributors in Denmark and abroad for public viewing on stream TV or digital platforms.
- The exchange of information with the broadcasters who work with Snowman on the preparation of specific productions.
- Exchange of information with specific subcontractors and other persons or companies who take part or have another role in the production work or casting process on behalf of or under an agreement with Snowman.

- Internal reporting and information within the Red Arrow/Snowman group.
- Communication with participants in production and casting, including the payment of expenses.
- Surveys and analysis to improve Snowman's production procedures.
- Processing in connection with any conflicts or investigations into any possible dispute.

Processing of the personal data will be limited to what is necessary in order to fulfil the specific purpose.

4. Collection of personal data

Personal data may be disclosed by the data subject, by family members of the data subject, or obtained from third parties, including information collected on the internet.

5. Basis for processing of personal data

Snowman's processing of personal data takes place in order to realize an agreement entered into with the participants to participate in a production and production-related objectives.

To the extent that participants give Snowman sensitive information in connection with a production, including health-related information, information about sexual orientation, ethnicity, or information on political, religious, or philosophical orientation, the participants grant permission for this information to be handled to the extent necessary as part of the relevant production and future productions, as referred to in point 3.

For casting participants, Snowman's processing of personal data is based on the casting participant's written consent.

In some cases, processing takes place where it is necessary for Snowman to carry out a legitimate interest in which the rights of the registered do not take precedence.

6. Sharing of personal data

The following people may have access to personal data:

- Employees of Snowman
- Freelancers such as production managers, production assistants, runners, etc. involved in a production in which the data subject takes part
- Casting agents involved in the selection of participants for productions
- External advisors and experts who work as ongoing collaborative partners in the preparation and implementation of a production, including psychologists, real property advisors or agents, architects, attorneys, etc.
- External transport professionals
- Snowman's collaborators who participate in the production or the distribution of Snowman's productions
- Viewers and recipients of Snowman's TV productions
- Public authorities, to the extent it is required according to law, including in specific cases relating to the fight against online fraud and other criminal activities or attempted criminal activities.

Personal data will be stored within the EU.

Personal data can be transferred to other countries within the EU as well as “safe third countries” including Norway, the Faroe Islands, Switzerland, Jersey, the Isle of Man, Israel, Argentina, Uruguay and New Zealand. In cases of transfer to other countries, the transfer will be based on an evaluation of the technical security or the consent of the person to whom the information relates.

7. Duration of storage

Snowman deletes personal data on an ongoing basis when it is no longer necessary to fulfil the purpose for which it was originally collected, based on the following criteria: i) the production is complete ii) the showings/utilisation of the distribution rights is complete and iii) there is no need for the data for future productions or administrative or financial tasks. Snowman may refrain from deleting personal data as long as it is necessary in order to defend rights, including intellectual property rights, regarding the production material.

Casting applications with associated personal data can be stored for a period of time with an eye towards participation in future productions, but personal data will be deleted at the latest after 2 years if the applicant has not been used as part of a production. A casting participant can always revoke his or her consent and ask to have his personal data deleted by Snowman.

8. Security measures

Snowman secures the registered personal data with technical and organisational security measures with the goal of protecting the personal data against access by unauthorised persons, manipulation, destruction/deletion or the loss of information.

Processing and storage of personal data takes place through an IT system operated and hosted by Microsoft (Office 365) along with a local backup. Snowman also uses Dropbox for the processing of personal data.

Snowman has determined that employees of Snowman should only be able to access personal data to the extent that it is relevant to the specific production or casting. The employees of Snowman who have access to personal data are subject to professional secrecy.

9. The rights of the data subject

The data subject has the following rights when it comes to personal data registered with Snowman:

- Access to find out what personal data about the data subject is held by Snowman
- The right to correct incorrect information about the data subject at Snowman
- The right to have information about the data subject deleted when the registration is no longer necessary to fulfil the purpose of point 3 and 7, and is not prohibited by an obligation Snowman has under Danish or EU legislation.
- Access to obtain or have forwarded the information that the data subject has given Snowman in a structured, ordinary, and machine-readable format, such as email.

10. Changes to the Personal Data Policy

This Personal Data Policy will be adjusted by Snowman on an ongoing basis to reflect the applicable personal data legislation.

11. Contact

If the data subject has objections to Snowman's handling of personal data, the data subject is encouraged to contact Snowman (info@snowman.dk).

The data subject also has the right to complain to Denmark's Data Inspectorate in relation to the data subject's rights and about Snowman's processing of personal data. For further information, see the Data Inspectorate's home page at www.datatilsynet.dk.