

PRIVACY POLICY

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Select Models (“we or us”) place great importance on visitor privacy and the security of all guests visiting www.selectmodel.com (the “Website”). We are dedicated to protecting your personal information under the Data Protection Act 1998 and this Privacy Policy (the “Policy”) describes how we work to maintain your trust.

1. Use of the Website

By accessing or using the Website you agree to the terms of this Policy. If you do not agree with any of these terms please do not use the Website. This Policy only applies to data collected on the Website and does not apply to websites of affiliated companies. We reserve the right to modify the Policy at any time without notice. Any changes to our Policy in the future will be posted on the Website and, where appropriate, notified to you by e-mail. You are responsible for regularly reviewing the Policy or any updates and/or changes to the Policy.

2. Information We Collect

We collect information about you in two ways. First, we collect personal information provided to us directly by you, such as when you apply to become a model; place a booking; e-mail us; authenticate an order or request information from us. Second, we automatically receive information from your browser, including but not limited to your internet protocol (IP) address, information about your browser “cookie” and “web beacon” or “web bug” information.

3. Cookies and Web Beacons/Web Bugs

3.1. A cookie is a very small file sent to your web browser by a website’s server to Process information more efficiently. A cookie file can contain information such as a user ID that the Website uses to track the pages you have visited, however, the only personal information a cookie can contain is information you supply yourself. Cookies cannot read data off your hard drive, destroy files, or send viruses. Cookies basically avoid duplication of information. For instance, by setting a cookie on the Website you would not have to log in a password more than once and save time while visiting the Website. Cookies can also enable us to track and target the interests of our users to enhance their experience on our Website. You can set your browser to reject a cookie. If you do so you will still be able to use the Website but

you may be limited in some areas of the Website. Unless you have adjusted your browser setting so that it will refuse cookies our system will issue cookies when you log on to our Website. For more information about cookies and how to turn them off, please visit the Interactive Advertising Bureau’s website at <http://www.allaboutcookies.org>.

3.2. A web beacon or web bug is a file used to monitor your journey around a single website or collection of websites. They may be used in association with cookies to understand how visitors interact with the pages and content on the pages of a website. Being able to recognise you enables us to make the Website more user friendly.

4. Use of the Collected Information

4.1. We generally use information provided by you to enhance your experience of the Website, to customise the advertising and content you see, to fulfil your requests for products or services, to improve our products and services, to contact you and to gather and review statistical information.

4.2. By providing us with your details you agree that we may send you marketing and promotional material or other information about our products and services. We may also send you surveys or market research questionnaires which you may or may not Choose to participate in.

4.3. We may use tracking information that is automatically sent to us to determine which areas of our Website are most (and least) popular based on traffic to those areas. We do not track what individual users read, but rather how well each page of the Website performs overall. This helps us continue to build a better service for our users.

5. Information Sharing and Disclosure

5.1. We may disclose your personal information to any member of our group of companies, which means our subsidiaries, our ultimate holding company and its subsidiaries, (as defined in Section 736 of the UK Companies Act 1985).

5.2. We may disclose your information to third parties under the following circumstances:

5.2.1. where, in order for us to provide our products and services to you, we may need to appoint other organisations to carry out some of the processing activities on our behalf. These will include, for example, delivery organisations and mailing houses. In these circumstances we will take all steps reasonably necessary to endeavour that your information will be used in a manner consistent with the Policy;

5.2.2. in response to subpoenas, court orders or legal proceedings, or to establish or exercise our legal rights or defend against legal claims;

5.2.3. where it is necessary to share information in order to investigate, prevent or take action regarding illegal activities, suspected fraud, potential threats, violations of our terms and conditions, or as otherwise required by Law; or

5.2.4. in connection with the sale, merger, joint venture, acquisition or reorganisation

of us or any of our subsidiaries or parent companies and their respective assets, where we may have to disclose your information to our new business partners or owners.

5.3. Where you have consented by “opting in” when providing us with details we may also allow carefully selected third parties, including in particular our commercial sponsors, to contact you occasionally about products and services which may be of interest to you. They may contact you by post, telephone or fax as well as by e-mail. If you change your mind about being contacted by these companies in the future please contact the Privacy Policy manager to update your preferences at info@selectmodel.com.

5.4. We may also pass aggregate information on the usage of the Website to third parties but this will not include information that can be used to identify you.

5.5. Unless required to do so by law we will not otherwise share, sell or distribute any of the information you provide to us without your consent.

6. Use of your information outside the European Economic Area (“EEA”)

6.1. The information you provide to us will be held on our computers and may be accessed by or given to our staff, companies within our group or other third parties who may be located outside the EEA. These parties act for us for the purposes set out in the Policy or for other purposes approved by you. Please note that if you submit your data to us you will be giving your consent to the data being transferred outside the EEA.

6.2. Countries outside the EEA and the USA do not always have strong data protection laws. However, we will always take reasonable steps to ensure that your information is used by third parties in accordance with this Policy.

7. Security and Data Retention

7.1. We endeavour to protect personal information under our control in order to prevent the loss, misuse, unauthorised access, disclosure or alteration of your information.

7.2. Unfortunately, the transmission of information via the internet is not completely secure. Although we will take reasonable steps to protect your personal data we cannot guarantee the security of your data transmitted to our Website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

7.3. We will retain your information for a reasonable period as long as the law requires.

8. Links to Other Websites

The Website may contain links to other websites that are owned and operated by third parties. Even if the third party is affiliated with us we have no control over these linked websites, all of which have separate privacy and data collection practices. Please be aware that we cannot guarantee or be responsible for the data collection practices of such other websites. We encourage you to read the privacy statements for those linked websites.

9. Privacy of Children

The Website is not designed for or directed to children. As such, we do not intend to collect and will not knowingly collect any personal information from children below the age of 16 without parental consent. If you are under 16 you must ask your parent or guardian before you send any information to us or ask us to e-mail anything to you. By sending us any information or asking us to send you information you are confirming that you have received the informed consent of your parent or guardian. Parents are encouraged to review their children's e-mail and internet activities to ensure that the Website is being used by their child in accordance with parental consent and this Policy. Should parents wish to access their children's personal information held by us, they should contact the Privacy Policy Manager at info@selectmodel.com.

10. Accessing and Updating

You are entitled to see the information that we hold about you or your child and you may ask us for a copy of such information. We may charge you a small administration fee of £10.00 for providing you with these details. If you believe that any of the data we hold about you or your child has changed or is incorrect, please ask us to change or update such data by contacting the Privacy Policy Manager at info@selectmodel.com.

11. Your Choice

You may choose to stop receiving communications from us at any time. To request removal from our mailing list, to access your personal information or to ask us to remove your personal information from our database, please send a message with your request to the Privacy Policy Manager at info@selectmodel.com.

12. Questions and Contacting Us

If you have any comments, questions or suggestions relating to our use of your Information, the information collected or your use of the Website please contact the Privacy Policy Manager at info@selectmodel.com.

WEBSITE TERMS AND CONDITIONS OF USE

The Company shall have the right at its sole discretion to modify add or remove any terms or conditions of these Terms without notice or liability to you. You should regularly check the Website to review the current Terms since they are binding on you. Any changes to these Terms shall be effective immediately following the posting of any such changes on the Website. Please review these Terms regularly to ensure that you are aware of any changes made by the Company. Your continued use of the Website after changes have been posted means you agree to be legally bound by the Terms as updated and amended

Welcome to www.selectmodel.com (the "Website"). Using the Website confirms that you accept these terms (the Terms") regardless of whether or not you choose to register with the Website. If you do not accept these Terms do not use the Website. Please note that the Terms are updated from time to time and it is your responsibility to review these Terms regularly.

1. Introduction

1.1. The Website is owned by Select Model Agency the "Company"). The Company is registered in England and Wales, company number: 1418264, vat number: GB271522715 and its registered office is at The Map Partnership, 3rd Floor North, The Forum, 74-80 Camden Street, London NW1 OEG.

1.2. You may access most areas of the Website without registering your details. Certain areas of the Website are only open to you if you register as a registered user and use the Website in accordance with these Terms.

1.3. By accessing any part of the Website you shall be deemed to have accepted these Terms in full. If you do not accept these Terms in full, you must leave the Website immediately.

2. Variation

Regularly check the Website to review the current Terms since they are binding on you. Any changes to these Terms shall be effective immediately following the posting of any such changes on the Website. Please review these Terms regularly to ensure that you are aware of any changes made by the Company. Your continued use of the Website after changes have been posted means you agree to be legally bound by the Terms as updated and amended.

3. Ownership and Restrictions

3.1. Apart from images licensed for use by the Company, including photographic images and content which is licensed by the Company from photographers, fashion houses and other third parties, the Website, its design and content including all text, information, still

and motion video, audio and audio visual material, code and/or software and all intellectual property rights relating to the same (the "Material") are owned by the Company.

3.2. The Website may be used by you strictly for your own personal use as provided in these Terms. No element of the Website or the Material may be taken out of Context or presented in a misleading or discriminatory manner.

3.3. You are strictly prohibited from accessing and using any of the images found on the Website in any manner unless you are an authorised licensed user and adhere strictly to the terms of the separate licence terms governing the valid and lawful use of such images.

3.4. You agree not to modify, copy, reproduce, broadcast, adapt, transmit refurbish, sell, resell, exploit, create derivative works or distribute in any way any portion of the Website or the Material.

3.5. You are granted a personal, limited, non-transferable, non-exclusive licence to access the Website and print and download extracts from the Website (which are clearly made available by the Company for you to print and/or download and which excludes any other images) for your own private personal use on the following basis:

3.5.1. no documents, images or related graphics on the Website are modified in any way;

3.5.2. no graphics or images found on the Website are used separately from the accompanying text;

3.5.3. no Material or any portion of the Website is used and/or exploited to create an association or similar connection with a business, person or corporate entity;

3.5.4. the Company's copyright and trade mark notices and this permission notice appear in all copies of any Material from the Website; and

3.5.5. you do not, and you do not allow any third party, to modify or create a derivative work, reverse engineer or otherwise attempt to discover any source code or software available on the Website. The grant of this limited licence is conditional upon your agreement to and compliance with all these Terms. The Company may revoke this licence at any time in its absolute discretion.

3.6. Any use of extracts or images from the Website, including without limitation the material, other than in accordance with paragraph 3.5. above for any purpose is prohibited. If you breach any of the Terms your permission to use the Website automatically terminates and you must immediately destroy or permanently erase from any computer memory or storage device any downloaded or printed extracts or images or documents from the Website including without limitation the material.

3.7. All copyrights, trademarks, intellectual property rights and proprietary rights on the Website are the property of or licensed to the Company unless otherwise stated. Nothing shall be construed as conferring upon you by implication, estoppel or otherwise any licence or right to use any trade mark, patent, registered design, design right, copyright or other intellectual property right of the Website.

4. Website Access

4.1. While the Company endeavours to ensure that the Website is normally available 24 hours a day, the Company shall not be liable if for any reason the Website is unavailable at any time or for any period.

4.2. Access to the Website may be suspended temporarily and without notice in the case of system failure, maintenance or repair or for reason beyond the Company's control.

5. Visitor Material and Conduct

5.1. Other than personally identifiable information, which is covered under our Privacy Policy, any material you transmit or post to the Website shall be considered non-confidential and non-proprietary. The Company shall have no obligation with respect to such material. The Company and its designers shall be free to copy, disclose, distribute, incorporate and otherwise use such material and all data, images, sounds, text and other things embodied therein for any and all commercial or non-commercial purposes.

5.2. You are prohibited from uploading, posting or transmitting to or from the Website any material:

5.2.1. that is threatening, defamatory, obscene, indecent, unlawful, seditious, offensive, pornographic, abusive, liable to incite racial hatred, discriminatory, menacing, scandalous, inflammatory, blasphemous, in reach of confidence, in breach of privacy or which may cause annoyance or inconvenience; or

5.2.2. for which you have not obtained all necessary licences, consents and/or approvals; or

5.2.3. which constitutes or encourages conduct that would be considered a criminal offence, give rise to civil liability, or otherwise be contrary to the law of or infringe the rights of any third party, in any country in the world; or

5.2.4. which is technically harmful (including, without limitation, computer viruses, logic bombs, Trojan horses, worms, harmful components, corrupted data or other malicious software or harmful data).

5.3. You may not misuse the Website (including without limitation, by hacking) in a way which is contrary to the Terms. In the event that you do misuse the Website or breach any of the Terms, the Company reserves the right to ask you to leave the Website immediately, and to prohibit you from using the Website in the future.

5.4. The Company shall fully co-operate with any law enforcement authorities or court order requesting or directing the Company to disclose the identity or locate anyone posting any material in breach of this paragraph 5.

6. Links To and From Other Website

6.1. Links to third party websites on the Website are provided solely for your convenience. If you use these links you leave the Website. The Company has not reviewed all of these third party websites and does not control and is not responsible for these websites or their content or availability. As a result, the Company does not endorse or make any

representations about them, or any material found there, or any results that may be obtained from using them. If you decide to access any of the third party websites linked to the Website you do so entirely at your own risk.

6.2. Please note that we are not responsible for the terms of use or data collection practices of any other websites and we encourage you to read the privacy statements and terms of use of those linked websites.

6.3. The Company does not permit the linking of the Website from any third party websites unless it has provided its express written consent to do so.

7. Registration

7.1. When you submit your details to us via the Website, you warrant that all the details you supply, including without limitation, your name and e-mail address are accurate, that you are authorised to use the e-mail address that you provide and that you are at least sixteen (16) years old. If you are below the age of sixteen (16), please obtain the permission of your parent or guardian before using the Website. The Company has no intention of collecting any personal information from children below the age of 16 without informed parental consent. Parents are encouraged to review their children's e-mail and internet activities to ensure that the Website is being used in accordance with these Terms.

7.2. The Company takes your privacy seriously. Please read the Company's Privacy Policy for details about what information the Company collects and how the Company will use and protect it.

8. Terms and Conditions of Business

8.1. Details of the Terms and Conditions of Business are available at www.selectmodel.com. Please review such terms and conditions carefully and thoroughly as they will govern and apply to any supply of the services by the Company and take precedence over and supercede any other terms.

8.2. Any amendment or variation made to the terms and conditions of business as supplied by the Company shall not be valid or binding unless agreed to in advance by the Company and confirmed by the Company by counter-signing such amendment or variation on this booking confirmation form.

9. Information on this Website does not constitute an offer or solicitation to conduct modelling business in any jurisdiction. It is your responsibility to inform yourself about and observe any applicable laws relating to modelling. Information on the Website has been obtained from sources which we believe to be reliable and accurate. The Company is not responsible for the accuracy of the information contained within the Website provided by third parties.

10. Accuracy

10.1. While the Company endeavours to ensure that the information on the Website is correct, the Company does not warrant the accuracy and completeness of the material on the Website. The Company may make changes to the material on the Website, at any time without notice. The material on the Website may be out of date, and the Company makes no commitment to update such material.

10.2. The material on the Website is provided “as is” without any conditions, warranties or other terms of any kind. Accordingly, to the maximum extent permitted by law, the Company provides you with the Website on the basis that the Company excludes all representations, warranties, conditions and other terms including purpose and the use of reasonable care and skill which, but for these terms, might have effect in relation to the Website.

11. Liability

11.1. The Company, any other party (whether or not involved in creating, producing, maintaining or delivering the Website), and any of the Company’s group Companies and the officers, directors, employees, shareholders or agents of any of them, exclude all liability and responsibility for any amount or any kind of loss or damage that may result to you or a third party in connection with the Website in any way or in connection with the use, inability to use or the results of use of the Website, any websites linked to the Website or the material on such websites, including but not limited to loss or damage due to viruses that may infect your computer equipment, software, data or other property on account of your access to, use of, or browsing the Website or your downloading of any material from the Website or any websites linked to the Website (including without limitation, any direct loss or damages of income, profits, goodwill, data, contracts, use of money, or loss or damages arising from or connected in any way to business interruption, and whether in tort (including consequential loss or damages)).

11.2. Nothing in these Terms shall exclude or limit the Company’s liability for:

- 11.2.a.** death or personal injury caused by negligence (as such term is defined by the Unfair Contract Terms Act; or
- 11.2.b.** fraud; or
- 11.2.c.** any liability which cannot be excluded or limited under applicable law.

11.3. You assume all costs if your use of the Website results in the need for servicing, repair or correction of equipment, software or data.

11.4. The Company does not warrant that functions contained in the Website content will be uninterrupted or error free, that defects will be corrected or that the Website’s server is free of viruses, worms, Trojans or bugs.

12. Severance

If any of these Terms shall be determined to be illegal, invalid or otherwise unenforceable by reason of the laws of any state or country in which these Terms are intended to be effective, then to the extent and within the jurisdiction in which that term is illegal, invalid or unenforceable, it shall be severed and deleted from these Terms and the remaining Terms shall survive, remain in full force and effect and continue to be binding and enforceable.

13. No Waiver

No delay or failure by the Company to exercise any powers, rights or remedies under these Terms will operate as a waiver of them nor will any single or partial exercise of any such powers, rights or remedies preclude any other or further exercise of them. Any waiver to be effective must be in writing and signed by an authorised representative of the Company.

14. Entire Agreement

These Terms including the documents or other sources referred to in these Terms supercede all prior representations, understandings and agreements between you and the Company relating to the use of this Website and sets forth the entire agreement and understanding between you and the Company or your use of this Website.

15. Governing Law and Jurisdiction

These Terms shall be governed by and construed in accordance with English Law. Disputes arising in connection with these Terms shall be subject to the exclusive Jurisdiction of the Courts of England.

