

RAGE CREATIVE PRIVACY AND PERSONAL INFORMATION POLICY FOR ALL DATA SUBJECTS

Rage Creative (Pty) Ltd. t/a “Rage Models & Rage Talent” (reg: 2020 / 108617 / 07) (with divisions including The Model Academy and The Studio) adheres to the highest standards of protecting your personal information as a model or any other data subject when we process it by virtue of your use of our website www.ragemodels.co.za/ or any of its related blogs, websites, applications or platforms (collectively, “the Website”), or by providing us with your personal information in any other way such as being a model with us or a contractor to us. As such, we have created this specific and detailed Privacy Policy (“Policy”) for you to read and appreciate exactly how we safeguard your personal information and respect your privacy when you are a data subject of the company.

- Please note that Rage Creative is a private limited liability company duly registered and operating in accordance with the laws of South Africa.
- For more information regarding your personal information lawfully stored or used by Rage Creative, please contact info@ragemodels.co.za
- This Policy was last updated on 28 July 2021.
- Please ensure that you read all the provisions below, and our other RAGE CREATIVE rules and policies which may apply from time to time and made available to you, to understand all of your, and our, rights and duties.
- Notwithstanding a minor’s age, all minors’ parents/guardians will be liable for expressly understanding and agreeing to this Policy and the way RAGE CREATIVE processes their personal information and the personal information of their child/ward engaging with Rage Creative.

Accordingly, whilst this Policy is to be expressly understood and accepted by parents only (as it will be binding on them in both a personal and representative capacity), minors may make use of this Policy to understand the processing of their personal information too.

1. Important Information About Who We Are

1.1. Purpose of this Privacy Policy

1.1.1. This Privacy Policy aims to give you information on how RAGE CREATIVE collects and processes your personal data through any form of your engagement with Rage Creative.

1.1.2. This Privacy Policy complies with, and facilitates the obligations required from, the South African Protection of Personal Information Act, No. 4 of 2013 (“POPI”), as amended.

1.1.3. It is important that you read this Privacy Policy together with any other privacy policy or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you/your child, so that you are fully aware of how and why we are using your data. This Privacy Policy supplements the other notices and is not intended to override them.

1.1.4. By virtue of the fact that we are a modelling agency and need very particular, and often sensitive information about models to operate, we do process special categories of personal information about minors and models, which all models, parents and minors expressly understand and agree as being absolutely necessary and essential to our operational requirements. Without this information, we simply cannot operate as a full-service modelling agency. That being said, we do everything in our power to secure and minimise this processing as much as possible explained below.

2. Role as “Responsible Party” and/or “Operator”

2.1. RAGE CREATIVE is the “Responsible Party” (as defined in POPI) and is responsible for your personal data in instances where we decide the processing operations concerning your personal data.

2.2. We also operate as a “Operator” of personal data on behalf of a third-party Responsible Party (such as our clients who wish to attain analysis/portfolios of models), where that Responsible Party’s privacy terms will

apply. Please consult the privacy policy of any such parties to whom you may be providing your personal data as their terms will apply as they are the Responsible Party directing us to process your personal data for their purposes.

2.3. We have appointed a data representative at RAGE CREATIVE who is responsible for overseeing questions in relation to this Privacy Policy. If you have any questions about this Privacy Policy, including any requests to exercise your legal rights, please contact the representative using the details set out below.

3. Our Contact Details

3.1. Our full details are:

- Full name of legal entity: Rage Creative t/a Rage Models & Rage Talent
- Name or title of data representative: Gareth Ellis
- Email address: info@ragemodels.co.za
- Address : 258 Main Ave Ferndale, Randburg 2194
- Telephone number: 010 493 0870

3.2. You have the right to make a complaint at any time to the South African regulator's office (the Information Regulator's Office of South Africa). We would, however, appreciate the chance to deal with your concerns before you approach any such regulator, so please contact us in the first instance.

4. Changes to the Privacy Policy and your Duty to Inform us of Changes

4.1. This Privacy Policy version was last updated on 28th July 2021.

4.2. It is important that the personal data we hold about you is accurate and current at all times. This is not only for the safety and security of you and/or your model child at Rage Creative, but also to ensure the safety and integrity of the valuable information we hold about you. Please let us keep your personal information updated by contacting us should any of your personal information change. We will not know if your personal information changes without you telling us, so please let us know immediately should changes occur. RAGE CREATIVE will not be liable for any incorrect personal data it may hold on/about you if you do not notify us of the changes needed.

5. Third-Party Links on Website or Otherwise

5.1. The Website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements or terms. When you leave our Website or engage with such third parties we encourage you to read the distinct privacy policy of every third-party you engage with.

6. The Data We Collect About You

6.1. "Personal data", or "personal identifiable information", means any information about an individual, both natural and juristic entities, from which that entity can be identified. It does not include data where the identity has been removed (anonymous data).

6.2. We may collect, use, store, and transfer ("process") different kinds of personal data about you which we have grouped together as follows:

Models/ Artist / Creatives who either come straight to us or whose information we receive from another authorised party with the intention of the model become our data subject (including minors):

6.2.1. Identity Data including full legal names, date of birth, nationality, gender, ethnicity and proof of ID such as drivers' licence, identity card, passport or birth certificate;

6.2.2. Photographic Data including detailed and hi-resolution photographs;

6.2.3. Contact Data including contact numbers (direct and alternative), next of kin contacts and residential address;

6.2.4. Medical Data including dietary requirements (i.e. allergies, etc.);

6.2.5. Financial Data including banking details and SARS reference numbers;

- 6.2.6. Modelling Data including measurements (i.e. height, waist etc.), skills and talents, occupation, timing availability and travel visa status;
- 6.2.7. Parental/Guardianship Data (for parents/guardians of minor models) including relationship to minor model, contact details, address, full name;
- 6.2.8. Technical Data including internet protocol address/es, your login data, browser type and version, time zone setting and location, geo-locationary data, GPS pings and calculations, cookies, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access the Website; and
- 6.2.9. Social Media Data including social media handles/usernames.

Clients who pay us for a service:

- 6.2.10. Identity/Company Data including full legal/company names, website details and registration information and VAT numbers;
- 6.2.11. Technical Data including internet protocol address/es, your login data, browser type and version, time zone setting and location, geo-locationary data, GPS pings and calculations, cookies, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access the Website;
- 6.2.12. Contact Data including email address, physical address and contact numbers of not just the company but also of employees therein who assist with accounting; and
- 6.2.13. Financial Data including banking details, VAT number, vendor number, purchase order information, job numbers and SARS reference numbers.

Contractors who provide us with their services (including prospective freelancers):

- 6.2.14. Identity/Company Data including full legal/company names, website details and registration information;
- 6.2.15. Contact Data including email address, physical address and contact numbers of not just the company but also of employees therein who assist with accounting; and
- 6.2.16. Financial Data including banking details, VAT number, vendor number, purchase order information, job numbers and SARS reference numbers.

People who use the Website and send us information via it:

- 6.2.17. Identity Data including full legal names, date of birth, nationality, gender and ethnicity;
- 6.2.18. Contact Data including contact numbers (direct and alternative), next of kin contacts and residential address;
- 6.2.19. Modelling Data including measurements (i.e. height, waist etc.), skills and talents, occupation and travel visas;
- 6.2.20. Technical Data including internet protocol address/es, your login data, browser type and version, time zone setting and location, geo-locationary data, GPS pings and calculations, cookies, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access the Website; and
- 6.2.21. Social Media Data including social media handles/usernames.

People who message/telephone us:

- 6.2.22. Identity Data including full legal names/company names; and
- 6.2.23. Contact Data including contact numbers (direct and alternative).

People who walk into our offices for an engagement:

- 6.2.24. Identity Data including full legal names/company names; and
- 6.2.25. Contact Data including contact numbers (direct and alternative).

6.3. We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific Website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this Privacy Policy.

6.4. Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with our agency Services).

7. How is your personal data collected?

7.1. We use different methods to collect data from and about you (such as described above), including through:

7.1.1. Direct interactions: Apart from the instances and avenues listed above, we may also collect personal data directly from you when:

7.1.1.1. complete our forms;

7.1.1.2. sign-up for our newsletters;

7.1.1.3. interact with us via webinar or social, such as an Instagram™ or Facebook accounts;

7.1.1.4. subscribe to any of our publications;

7.1.1.5. request information to be sent to you;

7.1.1.6. attend any Rage Creative event whether online or in person; or

7.1.1.7. give us some feedback.

7.1.2. Automated technologies or interactions: As you interact with our Website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We may collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies.

7.1.3. Third parties or publicly available sources: We may receive personal data about you from various third parties and public sources as set out below:

7.1.3.1. Technical Data and Social Data from the following parties:

7.1.3.1.1. analytics providers Google Analytics based in the USA;

7.1.3.1.2. social networks Our Website and Instagram based in the USA;

7.1.3.1.3. marketing platforms Mailchimp based in the USA; and

7.1.3.1.4. search information providers Mainboard based in South Africa;

7.1.3.2. Modelling, Identity and Contact Data from national and international modelling agencies who have their data subject's (i.e. your) express and informed consent to providing us with such information, and which exact list of same parties can be acquired from us on request at any time (as this list is substantial and very dynamic);

7.1.3.3. Contact, Financial and Transaction Data from providers of technical and/or payment services being First National Bank based in South Africa; and

7.1.3.4. Identity and Contact Data from publicly available sources being Mainboard based in South Africa.

8. How We Use Your Personal Data

8.1. We will only use your personal data when the law allows us to and for legitimate reasons, which you hereby expressly understand and consent to. Most commonly, we will use your personal data in the following circumstances:

8.1.1. where we have your express consent to do so;

8.1.2. where we need to consult with you or perform on the Services contract we are about to enter into or have entered into with you.

8.1.3. where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests; and/or

8.1.4. where we need to comply with a legal or regulatory obligation under a law or authority with a lawful mandate/allowance to such information.

9. Purposes for Which We Use Your Personal Data:

9.1. We have internally set out a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are, where appropriate, and which exact External Third Parties your personal data is handed to for same reasons.

9.2. Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need any further details about the specific legal grounds on why we use your personal data on info@ragemodels.co.za

9.3. Due to the fact that we have network of many clients to whom we provide model's personal data, all such third parties cannot be listed in the table below. Should a user want to know exactly which clients/third parties to whom we send your personal data, please contact us on info@ragemodels.co.za who will gladly provide you with the exact requested list.

9.4. Marketing

9.4.1. You will receive marketing communications from us if you are an existing customer, model or client of the company.

9.4.2. We strive to provide you with information and choices regarding certain personal data uses, particularly around marketing and advertising. To manifest your rights attached to any marketing sent to you as an existing customer, model or client, please use the in-built prompts provided on those communications, or contact us.

9.5. Third-Party Marketing

9.5.1. Whilst we may use your personal data within our organisation, we will get your express opt-in consent before we share your personal data publicly with any entity outside the Rage Creative group of companies. For their marketing purposes.

9.6. Change of Purpose

9.6.1. We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

9.6.2. If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

9.6.3. Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by national law.

10. Disclosures of Your Personal Data

10.1. We may have to share your personal data with the parties set out below for the purposes of our business.

10.1.1. Internal Third Parties as set out in the Glossary;

10.1.2. External Third Parties as set out in the Glossary;

10.1.3. Specific third parties and/or

10.1.4. Third parties to whom we may choose to sell, transfer, or merge parts of our organisation or our assets. Alternatively, we may seek to acquire other organisations or merge with them. If a change happens to our organisation, then the new owners may use your personal data in the same way as set out in this Privacy Policy.

10.2. We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions and standards.

11. Express Cookies Provision

11.1. The Website may make use of "cookies" to automatically collect information and data through the standard operation of the Internet servers. "Cookies" are small text files a website can use (and which we may use) to recognise repeat users, facilitate the user's ongoing access to and use of a website and allow a website to track usage behaviour and compile aggregate data that will allow the Website operator to improve the functionality of the Website and its content, and to display more focused advertising to a user by way of third party tools.

11.2. The type of information collected by cookies is not used to personally identify you. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to deny or accept the cookie feature. Please note that cookies may be necessary to provide you with certain features available on our Website, and thus if you disable the cookies on your browser you may not be able to use those features, and your access to our Website will therefore be limited. If you do not disable “cookies”, you are deemed to consent to our use of any personal information collected using those cookies, subject to the provisions of this Policy and our other policies or terms.

12. International Transfers

12.1. We share your personal data within the RAGE CREATIVE group of organisations and affiliates, and this may involve transferring and processing your data outside of South Africa.

12.2. Whenever we transfer your personal data out of either territory, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

12.2.1. We will always have a contract in place covering the processing of data and service-provision between the parties; and

12.2.2. We will only provide your personal data to an entity that processes personal information at standards equal to or better than ours; or

12.2.3. We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the South African Information Regulator’s office; or

12.2.4. Where we use certain service providers, we may use specific contracts/clauses approved by the South African Information Regulator’s office which give personal data the same protection it has in South Africa.

12.3. Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of South Africa.

13. Data security

13.1. We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed by ensuring backups are in place for business-critical data and access is controlled via user based permissions and passwords.

13.2. 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 where we are legally required to do so.

14. Data Retention

14.1. We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

14.2. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data, any other South African applicable law requiring us to retain the data and whether we can achieve those purposes through other means, and the applicable legal requirements.

14.3. Details of retention periods for different aspects of your personal data are available from us by contacting us.

14.4. In some circumstances you can ask us to delete your data; see below for further information.

14.5. In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

15. Your Legal Rights

15.1. Under certain circumstances, you have rights under data protection laws in relation to your personal data where we are the relevant “Responsible Party” over such personal data. Please contact us to find out more about, or manifest, these rights:

- 15.1.1. request access to your personal data;
- 15.1.2. request correction of your personal data;
- 15.1.3. request erasure of your personal data;
- 15.1.4. object to the processing of your personal data;
- 15.1.5. request a restriction of processing your personal data;
- 15.1.6. request transfer of your personal data; and/or
- 15.1.7. right to withdraw consent.

15.2. You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

15.3. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

15.4. We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

16. Glossary

16.1. Lawful Basis

16.1.1. Legitimate Interest means the interest of our agency in conducting and managing our organisation to enable us to give you the best service and the most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

16.1.2. Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party (i.e. to provide you with our agency Services as a model/ creatives / crew member / artist) or to take steps at your request before entering into such a contract.

16.1.3. Comply with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to (such as the Income Tax Act).

16.1.4. Express consent means the confirmed express consent you have provided to our processing of your personal data by actively accepting this Privacy Policy.

16.2. Third Parties

16.2.1. Internal Third Parties means other entities or parties in the RAGE CREATIVE group acting as joint controllers or operators and who are based in South Africa and provide IT and system administration services and undertake reporting.

16.2.2. External Third Parties means:

16.2.2.1. Authorised third-party service providers under contract with RAGE CREATIVE who need your personal information in order to contact and transact with you pursuant to your use of our Services (such as banks, lawyers, photographers);

16.2.2.2. specific third parties who have been identified internally at Rage Creative;

16.2.2.3. service providers acting as processors based in South Africa who provide IT and system administration services;

16.2.2.4. South African or other national governments and/or their respective authorities pursuant to our adherence with anti-corruption, crimefighting legislation; and/or

16.2.2.5. professional advisers acting as sub-operators including lawyers, bankers, auditors and insurers based in South Africa who provide consultancy, banking, legal, insurance and accounting services as required.

17. Your Legal Rights

17.1. You have the right to:

17.1.1. Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

17.1.2. Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

17.1.3. Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no valid reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be communicated to you, if applicable, at the time of your request (most commonly being other national laws requiring us to continue to process your personal data for a lawful, prescribed reason).

17.1.4. Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

17.1.5. Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

17.1.5.1. if you want us to establish the data’s accuracy;

17.1.5.2. where our use of the data is unlawful but you do not want us to erase it;

17.1.5.3. where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or

17.1.5.4. you have objected to our use of your data, but we need to verify whether we have overriding legitimate grounds to use it.

17.1.6. Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform on a contract with you.

17.1.7. Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain Website access or Services to you. We will advise you if this is the case at the time you withdraw your consent. Please take note that regardless of your right to withdraw consent under POPI, other South African legislation applies and may require that we continue to process your data in order to comply with anti-corruption, tax, child-care, crime-fighting and/or other national legislation, which you expressly understand and agree to.