

Privacy Policy and POPIA Compliance for Bambini Modelling and Casting Agency

1. Introduction

This Privacy Policy explains how Bambini Modelling and Casting Agency t/a 'Bambini Models' (Registration Number: 2011/083659/23) collects, processes, shares, and protects personal information in compliance with the Protection of Personal Information Act, No. 4 of 2013 ("POPIA").

This policy applies to all data subjects, including contractors, minor children represented by the agency, parents/guardians, and clients.

Notwithstanding a minor's age, all minors' parents or legal guardians will be held liable for understanding and agreeing to this Privacy Policy and to the way Bambini Models processes their personal information and that of their child when engaging with Bambini Models.

Bambini Model, as a modelling agency, requires certain personal information - often sensitive in nature - to operate effectively. We process different categories of personal information for minors, which parents expressly understand and acknowledge as essential to our operations. Without this information, Bambini Models would be unable to function as a full-service modelling agency.

2. Categories of Personal Information We Collect

We may collect, store, use and transfer ('process') the following types of personal and special personal information:

- Identity Data: including full name, ID/passport number, date of birth, birth certificate, gender, ethnicity, and nationality.
- Contact Data: including email, phone number, residential and postal address – this includes a next of kin
- Parental/Guardianship Data: including relationship to child model, address, full name, contact information
- Biometric Data: including photographs, videos, measurements (height, shoe size), eye/hair color
- Financial Data: including banking details, SARS tax number
- Digital Data: including IP address, device type, cookies, browser type, time zone
- Social media Data: including links to social accounts, portfolios

- Company Data: Full legal company names, registration numbers, VAT numbers, PAYE Numbers, physical + postal address, website

3. How We Collect Your Data

Data may be collected via:

- Online applications through our website or social media
- Email communication or telephone conversations
- Completing data forms
- Referrals by third parties or existing clients
- WhatsApp, Website
- Cookies and web analytics tools

4. How We Use Your Personal Data

We process personal data for the following purposes:

- Where we have obtained your permission and consent
- To provide and carry out our modelling agency services
- Where it is necessary for our legitimate business interests
- To comply with legal and regulatory obligations under South African law

4.1. To respond to enquiries or applications

- Type of data: Identity Data, Contact Data, Digital Data, Parental/Guardianship Data
- Legal basis: Consent, Contract, Legitimate Interest
- Third-party disclosure: Internal Staff, Scouts, Trainers, Clients

4.2. To provide modelling, casting, or agency services

- Types of data: Identity Data, Biometric Data, Parental/Guardianship Data, Contact Data, Social Media Data, Financial Data
- Legal basis: Contract, Legal Obligation, Consent, Legitimate Interest
- Third-party disclosure: Clients, Casting Agents, Production Companies, Stylists

4.3. Managing bookings, availability, and contracts

- Type of data: Identity Data, Biometric Data, Contact Data, Parental/Guardianship Data
- Legal basis: Contract, Legal Obligation, Legitimate Interest
- Third-party disclosure: Booking Systems, Clients, Casting Directors, Production companies

4.4. To process payments and manage fees

- Type of data: Identity Data, Financial Data, Contact Data, Parental Data
- Legal basis: Contract, Legal Obligation, Legitimate Interest
- Third-party disclosure: Payment Providers, Accounting Systems, Internal Finance Team, Booking Systems, External Finance Team

4.5. To operate and maintain our website and internal platforms

- Type of data: Digital Data
- Legal basis: Legitimate Interest
- Third-party disclosure: Hosting Providers, Security Partners, Analytics Tools

5. Disclosure and Sharing of Personal Information

We may share your personal information with internal and external third parties.

- Production companies, casting agents, photographers, stylists, hair and make-up artists, and clients (locally or internationally)
- External service providers (e.g., cloud storage, analytics, IT providers)
- Authorities if required by law or regulation

All third parties are to uphold confidentiality and data protection.

6. International Transfers

Where necessary, your information may be transferred outside of South Africa. We ensure that any such transfers comply with POPIA and applicable foreign data protection laws.

7. Your Rights Under POPIA

You have the right to:

- Access and correct your personal data
- Object to processing for specific purposes
- Withdraw consent at any time
- Request deletion or restriction of your data
- Lodge a complaint with the Information Regulator

All requests must be submitted in writing to hello@bambinimodels.co.za

We will respond to all legal and legitimate requests; however, please note that complex or detailed requests may take longer than one month to process. In line with our commitment to protecting your privacy, all requests will undergo a strict verification process. You may be required to confirm your identity, and in some cases, provide a physical signature or attend in person to validate your request.

Please note that while you have the right to withdraw your consent under POPIA, other applicable South African laws may require us to continue processing your personal information. This includes, but is not limited to, compliance with legislation relating to anticorruption, taxation, child protection, and crime prevention. By engaging with Bambini Models, you expressly acknowledge and agree that such legal obligations may override your request to withdraw consent in specific circumstances.

8. Breach Response

In the event of a security breach affecting your personal information, we will notify you and the Information Regulator without undue delay and take necessary remedial action.

9. Use of Cookies

Our website uses cookies and similar technologies to enhance user experience and collect aggregated data on website usage. You can manage cookie settings via your browser.

10. External Links Disclaimer

This privacy policy applies only to our website. We are not responsible for the privacy practices of third-party websites linked to our site.

11. Updates to this Policy

We may revise this policy from time to time. Updated versions will be posted on our website with a revised effective date.

12. Complaints to the Regulator

Information Regulator South Africa

33 Hoofd Street, Forum III, 3rd Floor, Braampark P.O. Box 31533, Braamfontein, Johannesburg, 2017

Email: complaints.IR@justice.gov.za | infoereg@justice.gov.za

13. Governing Law and Jurisdiction

This privacy policy is governed by the laws of the Republic of South Africa. Any disputes arising from this policy shall fall under the exclusive jurisdiction of the courts of South Africa.