

PERFORM NORTH

Perform North Privacy Policy

Updated July 2025

Perform North (“we”, “us”, or “our”) is committed to protecting your personal data and respecting your privacy in accordance with the General Data Protection Regulation (GDPR). This Privacy Policy outlines how we collect, use, store, and protect your personal data.

1. Who We Are

Perform North is a talent agency that works with clients to help them secure auditions and employment opportunities in the entertainment industry. We also represent children and collect personal data to facilitate their participation in auditions and casting processes. We are registered with the Information Commissioner's Office (ICO) in the UK.

2. What Data We Collect

We may collect and process the following types of personal data:

a. Talent and Client Data:

- Full name, date of birth, contact details.
- Photos, videos, voice recordings, and resumes
- Agent representation details
- Career history, skills, and experience
- National Insurance number and right to work information.
- Financial and payment details (for invoicing and commissions)

b. Children's Data:

- All of the above (as applicable)
- Parent/guardian contact details.
- Consent forms and performance licenses
- School details and educational requirements

Note: We only collect children's data with explicit consent from a parent or legal guardian and take extra care in processing and storing this data securely.

c. Website & Cookies:

When you visit our website, we may collect:

- IP address and browser type

PERFORM NORTH

- Pages viewed and time spent on the site.
- Cookies for site functionality and analytics (see Section 6)

3. How We Use Your Data

We use your personal data to:

- Match talent with auditions and job opportunities
- Submit clients to casting directors and production companies.
- Manage contracts, invoicing, and payments.
- Communicate important information and updates.
- Comply with legal obligations (e.g., performance licensing for minors)

4. Legal Bases for Processing

Under GDPR, we rely on the following lawful bases:

- Consent – For processing children’s data and using cookies.
- Contractual obligation – To fulfil our responsibilities as your agent.
- Legal obligation – For tax, licensing, and employment law compliance.
- Legitimate interests – For running our business and representing our clients.

5. Sharing Your Data

We only share your data with trusted third parties when necessary, including:

- Spotlight – For submitting talent to casting calls.
- Dropbox – For secure storage and document sharing.
- Google Services – For email, forms, and internal admin.
- Casting directors, production companies, and industry professionals (on a need-to-know basis)

All third-party services are GDPR-compliant or have appropriate safeguards in place.

6. Cookies and Website Data

We use cookies to improve your browsing experience. Cookies are small data files stored on your device.

Types of Cookies We Use:

- Essential cookies – for core functionality of our website
- Analytics cookies – to help us understand site usage (e.g., Google Analytics)

PERFORM NORTH

You can manage your cookie preferences via your browser settings.

7. How We Protect Your Data

We take appropriate technical and organizational measures to safeguard your data, including:

- Password-protected devices and software
- Secure cloud services (Dropbox, Google)
- Limited access controls for sensitive data
- Staff training in data protection procedures

8. Data Retention

We retain your data only as long as necessary for the purposes for which it was collected, or to comply with legal obligations. You can request deletion of your data at any time (see Section 10).

9. Your Rights

Under GDPR, you have the right to:

- Access your personal data.
- Correct inaccurate or incomplete data.
- Request data deletion ("right to be forgotten")
- Restrict or object to processing.
- Withdraw consent (where applicable)
- Data portability

To exercise any of these rights, please contact us (details below).

10. Contact Us

If you have questions about this policy or wish to make a data request, contact us at:

Perform North

Email: info@performnorth.com

11. Complaints

If you believe your data has not been handled in accordance with this policy, you have the right to lodge a complaint with the UK's Information Commissioner's Office (ICO): ico.org.uk