



PRIVACY NOTICE AND COMPLIANCE WITH THE PROTECTION OF PERSONAL INFORMATION ACT (ALSO KNOWN AS 'POPIA')

GAPA Model Agency CC ("GAPA") understands the importance of your personal information and assures you that the processing and protection thereof will be dealt with in a professional manner.

This notice applies to all of GAPA's services and sets out the manner in which we collect, use and protect your personal information and your rights under the Protection of Personal Information Act, 2014 (as amended) ("POPI").

By providing GAPA with your personal information and by using GAPA's website, you are agreeing to the terms and conditions of this notice and the manner in which your personal information is collected, used and stored by GAPA as well as GAPA's clients for the purposes of GAPA's services as model / talent agents.

In the event that you are unclear as to the meaning of any of the provisions hereof, you are kindly requested to discontinue the use of any of GAPA's services until such time as you are able to confirm your understanding and acceptance hereof.

Your personal information is managed at GAPA's offices situated at Design District Building, Ground Floor 6b, cnr Keyes / Tyrwhitt Avenues, Rosebank, Johannesburg, 2132, South Africa.

If you have any queries regarding this notice or the processing of your personal information please contact GAPA at info@gapa.co.za or via Information Officer: Biljana Cook, Financial Manager at accounts@gapa.co.za or click [here](#) to access the POPI Act.



PERSONAL INFORMATION

Personal Information means information, whether in written or electronic form, relating to a natural person, or where applicable, an existing juristic person, and includes, but is not limited to:

- name, surname, identity number, passport number, birth certificate, date of birth, e-mail address, physical address, postal address, telephone number, drivers' licence, location information, website, online identifier or other symbol or particular assignment to the person;
- information relating to the race, gender, national, ethnic or social origin, colour, genetic data, sexual orientation, age, physical or mental health, well-being, disability, religion, conscience, belief, culture, language and birth of the person;
- information relating to the education, medical, financial or employment history of the person, including income tax reference number, VAT registration number, bank account details and purchase order information; personal measurements, statistics and skills or talents;
- images, photographs, videos, portfolios and biometric information of the person; and
- correspondence sent by the person.

SCOPE

This notice applies to all personal information that we collect, use, share or otherwise process through GAPA's business activities which display, link or refer to this notice, including:

- our official social media pages;
- our e-mails; and
- your discussions or correspondence with GAPA and GAPA's representatives.



Throughout this notice, we refer to GAPA's interaction and activities as "services". In rendering services there may be third party involvement which is not controlled by GAPA and which may not be covered by this notice. We have no responsibility or liability for the content, activities and services of such third parties. As these third parties may collect your personal information, we suggest that you consult these third parties in respect of their applicable privacy policies.

PROCESSING

We collect, use, disclose or otherwise process your personal information where it is fair and lawful to do so.

We process your personal information on the basis of your consent, unless stated otherwise.

Where required by POPI in certain instances, we may ask for your explicit consent for processing your personal information for a specific purpose.

In most cases the providing of your personal information to GAPA is necessary for the performance of your contract with us. If you do not wish to provide your personal information to us, we may not be able to provide you with the services you have requested from us.



OBTAINING YOUR PERSONAL INFORMATION

Personal information obtained from you directly:

- We may obtain your personal information from you directly, e.g. when you request GAPA's services, complete forms in writing, register on GAPA's sites, complete online forms, attend organised scouting sessions, make a comment or enquiry, post something on GAPA's social media pages, subscribe to direct marketing etcetera.
- Personal information collected this way may include:
 - name;
 - address;
 - email address;
 - username;
 - telephone number;
 - credit card, banking account or other payment information;
 - age;
 - date of birth;
 - gender;
 - household information;
 - information, feedback or content you provide regarding your marketing preferences;
 - user-generated content, posts and other content you submit to GAPA's sites;
 - in limited circumstances, information about your family or other individuals that you have provided to us. In such cases, we assume that you have the authority to share any personal information you provide to GAPA about them;
 - demographic information; or
 - any other personal information you voluntarily provide GAPA with directly.



Personal Information collected automatically:

- Personal information may be collected automatically when you visit or use GAPA's sites (and those of GAPA's third-party service providers acting on GAPA's behalf), such as information collected by cookies and other technologies (such as web analytic tools and pixel tags) on GAPA's websites. Please also consult GAPA's Cookies Policy below for more information on cookies and how we make use of them.
- Personal Information collected this way may include:
 - information about your (mobile) device or your type of browser;
 - information about the way you use GAPA's websites, such as details of the web pages you have viewed, the banners and the hyperlinks you have clicked, etcetera;
 - whether you have opened e-mails sent by GAPA to you;
 - the websites you have visited before arriving at one of GAPA's websites;
 - your IP address;
 - the hyperlinks you have clicked;
 - your username, profile picture, gender, networks and any other information you choose to share when using third party sites (such as when you use the "Like" functionality on Facebook);
 - information you choose to share by using social media tools incorporated in GAPA's websites; and
 - information you share with GAPA about your location. Where we are required to do so under POPI, we will only use that information where you have agreed that we can.



Personal Information obtained from other sources:

- Personal information about you may also be collected from other sources which may include:
 - our trusted business partners;
 - social media sites;
 - consumer research organisations;
 - credit reference agencies; and
 - intermediaries that facilitate data portability.

Personal Information collected this way may include your interests such as hobbies and pets, consumer and market research data, purchase behaviour, publicly observed data or activities such as blogs, videos, internet postings and user generated content.

USING YOUR PERSONAL INFORMATION

Your personal information is used for:

- fulfilling GAPA's professional services of securing bookings for the model / talent;
- communicating casting / audition briefs to the model / talent;
- communicating with you generally relating to GAPA's services;
- sending notifications of new developments / products to clients / models / talent;
- responding to your requests or enquiries;
- administering general record keeping; and
- meeting legal and regulatory requirements.



This notice sets out the legal grounds on which we rely in order to process your personal information. In such cases, GAPA's use of your personal information is permitted by law because:

- it is necessary for lawful processing in the effective delivery of information, services and products to you and in the effective and lawful operation of GAPA's business (in each case provided such interests are not overridden by your rights);
- it is necessary for taking steps to enter into a contract with you for the services required by you, or for carrying out GAPA's obligations under such a contract;
- it is required to satisfy any legal or regulatory obligations that we are subject to; and
- in limited circumstances and if required under POPI, you have voluntarily agreed and herewith further consent, to GAPA processing your personal information.

PROTECTING YOUR PERSONAL INFORMATION

We value the trust you place in us. We have implemented appropriate technical and organisational measures to protect your personal information against accidental or unlawful destruction, loss, alteration, unauthorised disclosure or access and against all other unlawful forms of processing.

The personal information you provide GAPA with is stored on computer systems located in controlled facilities which can only be accessed by a limited number of persons who have a need to know in order to carry out their tasks and any services requested by you.

When we process highly confidential information (such as credit card numbers) over the Internet, we protect it through the use of encryption.



CHOICES REGARDING DIRECT MARKETING

We may periodically send you newsletters, offers and other promotional materials related to GAPA's services which we believe are useful for you, if you have consented (opted-in) to receive such messages via email or any other electronic channel (where such opt-in is required under POPI).

If you do not wish to receive such communications anymore, you will always have the opportunity to "opt out" by following the unsubscribe instructions provided in each of GAPA's direct marketing emails or by contacting GAPA directly (please see GAPA's contact information above).

Where permitted under applicable law, we may send you service messages identifying any updates to GAPA's privacy notice (even where you have opted out of receiving marketing messages from us).

YOUR RIGHTS

You have various rights in relation to your personal information. In particular, you may have the right to:

- request a copy of the personal information we hold about you;
- ask that we restrict the way in which we use your personal information;
- ask that we update the personal information we hold about you, or correct any personal information that you think is incorrect or incomplete;
- ask that we delete personal information that we hold about you;
- withdraw consent at any time for the future processing of your personal information;
- object to GAPA's processing of your personal information (including for direct marketing purposes); or
- request your personal data be transferred to you.



HOW LONG WE RETAIN YOUR PERSONAL INFORMATION

We will only retain your personal information as long as reasonably required for the purposes as set out in this notice or otherwise to comply with legal or regulatory requirements applicable to us.

MINORS

In the event that an applicant for GAPA's services is a minor, the consent of such minor's parent / legal guardian is required for the collection, use and processing of personal information. In such cases, it is the parent / legal guardian's responsibility to understand and consent hereto.

GAPA'S COOKIES POLICY

Cookies are text files that are stored on your computer or mobile device by a website's server. Each cookie is unique to your web browser. It will contain some anonymous information such as a unique identifier, digits and numbers and website's domain name.

These files serve a number of useful purposes for you, including:

- granting you access to restricted content;
 - tailoring GAPA's website functionality to you personally by letting GAPA remember your preferences, location or device type;
 - improving how GAPA's website performs;
 - understanding who GAPA's audience is so that we can provide content most relevant to you;
 - allowing third parties to provide services to GAPA's website; and
 - helping GAPA deliver interest-based advertising where appropriate in compliance with the applicable laws.



- We use different types of cookies on GAPA’s website. Some of these cookies are placed by us, while others are placed by GAPA’s third-party plug-ins, suppliers or advertisers. These cookies may be deleted from your device at different times, such as at the end of your browsing session (when you leave the website) or after a pre-set amount of time, or they may persist on your device until you delete them.
- We use the following types of cookies on GAPA’s website:
 - Essential cookies: These are cookies that allow GAPA’s website to perform its essential functions. Without these cookies, some parts of GAPA’s website would stop working.
 - Site analytics cookies: These are cookies that monitor how GAPA’s website is performing, and how you interact with it. We use them to know how best to improve GAPA’s website or services.
 - Functional cookies: These are cookies that remember who you are as a user of GAPA’s website. We use them to remember any preferences you may have selected on GAPA’s website, like saving your username and password or settings.

Your internet browser generally accepts cookies automatically, but you can often change this setting to stop accepting them. You can also delete cookies manually. You can visit www.internetcookies.org to read how to do this. Deleting or no longer accepting cookies may prevent you from accessing certain aspects of GAPA’s website where cookies are necessary or because the website forgot your preferences.

CHANGES TO THIS PRIVACY NOTICE

This notice may occasionally be modified or amended from time to time. In the event that changes are made to this notice and where such changes are material, GAPA will take steps to let you know.