



PRIVACY POLICY

1. INTRODUCTION

We are J'adore Models LTD, a company registered in England and Wales. Our company registration number is 09900004 and our registered office is at Address: Ground Floor, 2 Poland St, Ancoats, Manchester, M4 6BR. Vat Registration Number is 229004631.

This privacy policy outlines when and why we collect your personal data, how we use it and how we keep it secure. Please read this policy carefully alongside any applicable Terms & Conditions to understand our views and practices regarding your personal data and how it will be treated.

More information can be provided on request. Definitions, and words in bold type, are defined in the Appendix at the end of this privacy policy.

2. OUR RESPONSIBILITIES

For the purpose of the applicable Data Protection Legislation, J'adore Models is the data controller of any personal data we process. As a data controller, we are responsible for ensuring our systems, processes, suppliers and people comply with Data Protection Legislation in relation to the personal data we handle.

We require our People to comply with this Privacy Policy and our Data Protection Policy when dealing with personal data.

We are committed to protecting your personal data therefore we take Personal Data Breaches very seriously and are required to notify the Information Commissioner's Office in the event of such a breach.

When using, collecting and disclosing personal data, we follow the key data protection principles.

We have policies, procedures and records to demonstrate compliance with the principles, as further detailed in our Data Protection Policy.

3. HOW WE COLLECT, USE AND DISCLOSE YOUR PERSONAL DATA

Generally, we collect your personal data when you interact with us (for example, when entering into a relationship with us as Talent, a Client or one of our People). However, from time to time we also need to collect personal data from other third parties in connection with our relationship with you. We also look at how our users access and use our Website, so we can offer the best possible experience.

Talent (including prospective talent)

Details such as:

- Your name, address, contact details, education and employment history;
- Identification documentation;
- Right to work status;
- Contact details for next of kin / emergency point of contact;
- Banks details and identifiers such as National Insurance number;
- Images / videos of you;
- Applications, reviews, notes and records of your progress;
- Sensitive personal detail on health where relevant to work and bookings on health, medical and ethnicity.

How we collect data:

- Application form;
- Email and telephone correspondence
- Notes and records kept on file during your engagement with J'adore Models, from meetings with us, any feedback from clients;
- CCTV whilst on our premises;
- Publicly available sources such as magazines, press articles, documentaries and social media.

How we may use your personal data:

- Internal administration and management purposes;
- Assessing suitability / eligibility as talent;
- Fulfilling our contractual and legal obligations to you / clients.

Who we may disclose your personal data to (where relevant):

- Our third party service providers for the operation of our business;
- Our clients where necessary to fulfil contractual obligations;
- Any affiliate talent agencies;
- Other third parties such as our legal / professional advisers and government departments.

How long we will retain your data for:

- Model personal data relevant to the purpose shall be kept for up to 20 years and we shall not retain this data for longer than is necessary. We will ensure we keep all personal data up to date and shall immediately and permanently delete any personal data which is not necessary for the purpose.

Clients (including prospective clients)

Details such as:

- Your name and business information;
- Relevant identification document where necessary;
- Payment details.

How we collect data:

- Email and telephone correspondence;
- Via our accounts team to collate supplier information when engaged in bookings;
- Publicly available sources such as magazines, press articles, documentaries and social media.

How we may use your personal data:

- Internal administration and relationship management purposes;
- Providing where relevant to legal services, administration, commercial (e.g. credit worthiness) and as required by law (e.g. anti-money laundering)
- All other personal data will be used for the purposes of providing legal service and to comply with our statutory/regulatory obligations.

Who we may disclose your personal data to (only where relevant):

- Our third party service providers who provide relevant support for the operation of our business;
- Our talent where necessary to fulfil contractual obligations;
- Any affiliate talent agencies;
- Other third parties such as our legal / professional advisers and government departments.

How long we will retain your data for:

- Client personal data relevant to the purpose shall be kept for up to 6 years and we shall not retain this data for longer than is necessary. We will ensure we keep all data up to date and shall immediately and permanently delete any personal data which is not necessary for the purpose.

We use Creditsafe which processes business related information regarding the financial standing and creditworthiness of businesses, and other organisations, so that businesses can manage their financial risks. Creditsafe uses its proprietary scoring systems to analyse key statistical metrics to determine the financial stability of a company. It provides a credit report that includes information on a company's group structure, annual accounts, trading locations, CCJ information and Company registry documentation. This information can be monitored and updated whenever there are changes made.

The aim of a creditworthiness check is not only to avoid losses in the (trade) credit business but also to protect borrowers from over-indebtedness.

Creditsafe Business Solutions Limited, uses and shares personal data we receive about your business within its products and services.

Understanding what personal data we hold and how we use it is important as the data protection law governs the way this data can be used and what rights you have.

Creditsafe provides checks on businesses and individuals for the following compliance reasons:

- Fraud Prevention
- Anti-Money Laundering
- PEPs and Sanctions checks
- Identity and KYC checks
- Tracing missing persons
- Compliance Alerts

These products take the name of the business, the names, country of residence and date of birth of current directors of the business and any ultimate beneficial owners and screen them against various anti-money laundering sources, such as global sanctions regimes, national law enforcement agencies, politically exposed person lists and AML relevant adverse media.

Users of our website:

Details such as:

- Application details <https://www.jadoremodels.co.uk/become-a-model/>

How we collect data:

- Via online application form and offered links to social media;
- When you contact us via email or telephone;
- Via cookies to monitor performance of hosting site.

How we may use your personal data:

- Internal administration to move forwards with castings;
- Via cookies to monitor performance of hosting site.

Who we may disclose your personal data to (only where relevant):

- Our third party service providers who provide relevant support for the operation of our business;
- Where you have given us clear consent to do so, we may pass to third parties to provide you with information about services we feel may interest you;
- We shall only transfer personal data to third parties which is limited to the relevant purpose and is adequately protected.

How long we will retain your data for:

- Our website users' personal data shall be kept for 6 years on hosting site, and we shall not keep your personal data for longer than is necessary.
- We will ensure we keep all personal data up to date and shall immediately and permanently delete any personal data which is not necessary for the purpose.

4. TRANSFER OF DATA BETWEEN JURISDICTIONS

Personal data may be transferred to one of our Affiliate Talent Agencies for the purposes of fulfilling our obligations to our Talent and Clients. We also use a number of suppliers in connection with the operation of our business and they may have access to the personal data we process. For example, an IT supplier may see our personal data when providing software support, or a company which we use for a marketing campaign may process contacts' personal data for us. When contracting with suppliers and/or transferring personal data to a different jurisdiction, we take appropriate steps to ensure that there is adequate protection in place and that the principles are adhered to.

5. YOUR RIGHTS

Personal data must be processed in line with an individual's rights, including the right to:

- request a copy of their personal data;
- request that their inaccurate personal data is corrected;
- request that their personal data is deleted and destroyed when causing damage or distress; and
- opt out of receiving electronic communications from us.
- Should you wish to make a request in line with your rights as an individual, please forward it to us using the contact details provided at the end of this privacy policy.

Our People must notify or inform Jessica Ludlam immediately if they receive a request in relation to personal data which the firm processes. The Data Protection Legislation gives you the right to access information held about you. Your right of access can be exercised in accordance with the Data Protection Legislation (as applicable).

6. SECURITY

Information security is a key element of data protection. We take appropriate measures to secure personal data and protect it from loss or unauthorised disclosure or damage. Our policy and approach to information security is contained within our Data Protection Policy.

7. COOKIES

Our Website uses cookies to distinguish you from other users of our Website. This helps us to provide you with a good experience when you browse our Website and also allows us to improve our Website. For detailed information on the cookies we use and the purposes for please see appendix. Please note that it is possible to disable cookies being stored on your computer by changing your browser settings, however our website may not function properly and/or some features may not be available to you in that case. Our website places cookies, which are small data files, on your computer or mobile device. This is a common practice for all websites. Cookies help us provide you with a good experience when you browse our site and also allow us to improve our site. Cookies cannot be used to identify you personally. To read more about cookies and how to disable them see Wikipedia or www.aboutcookies.org

8. CHANGES TO OUR PRIVACY POLICY

Any changes we may make to this privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

9. CONTACTS AND COMPLAINTS

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to us at HELLO@JADOREMODELS.CO.U. Complaints can be made to the ICO.

Date updated: April 2026.

APPENDIX

Affiliate Talent Agencies: model and/or talent agencies in jurisdictions outside of the UK who have either:

(a) engaged us to provide modelling and/or talent agency services on their behalf in the UK.; or

(b) been engaged by us to provide modelling and/or talent agency services on our behalf in a jurisdiction outside of the UK.

Clients: any person, business or other organisation who engages, or is looking to engage, the services of our Talent.

Controller: a personal/organisation who determines the purpose for which, and the manner in which, any personal data is processed.

Data Protection Policy: our internal data protection policy which sets out how we keep personal data secure, including restricted access to personal data, and 2factor authentication.

People: all people providing services to or working for us, including but not limited to our employees, directors and contractors.

Personal data: information (including opinions) which relates to an individual and from which they can be identified either directly or indirectly through other data which we have or are likely to have in our possession. These individuals are usually referred to as data subjects.

Personal Data Breach: a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data transmitted, stored or otherwise processed by an organisation electronically. A personal data breach may mean someone outside the organisation gets unauthorised access to personal data, but a breach can occur if there is unauthorised access within the organisation or if an employee accidentally alters or deletes personal data.

Principles: the core data protection principles underlying the Data Protection Legislation, which specify personal data should be: processed lawfully, fairly and in a transparent manner; collected for specified, explicit and legitimate purposes; adequate, relevant and limited to what is necessary; accurate and, where necessary, kept up to date; kept for no longer than is necessary; processed in a manner that ensures appropriate security, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures. Additionally, organisations must adhere to the principle of accountability.

Process: the 'processing' of personal data captures a wide range of activities, and includes obtaining, recording and holding personal data and performing any operation of the personal data (including erasure/destruction).

Processor: any person (other than an employee of the data controller) who processes the data on behalf of the data controller.

Purpose: the purposes identified in the "Purpose" column of the tables in section 3 of this privacy policy (How we collect, use and disclose your personal data), as applicable.

Talent: models and / or other talent who have engaged, or are looking to engage, our modelling and / or talent agency services and are or are considering being, represented by us.

Third party: a person, organisation or other body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.