

Privacy Policy

Privacy Notice

This Privacy Notice describes how we collect and use personal data about you prior to you being a client of the agency, during the agent-client relationship, and once the relationship has ended. This notice does not form part of our agent-client agreement with you.

Bonnie & Betty Ltd (of 5-7 Tanner Street, London, SE1 3LE) is a “data controller.” This means that we are responsible for deciding how we hold and use personal data about you. We are required under the General Data Protection Regulation (GDPR) to notify you of the information contained in this Privacy Notice.

What Personal Data We Collect

We collect, store, and use the following categories of personal data:

- Personal details: name, title, address, phone numbers, email
- Date of birth, gender, nationality, citizenship status
- National Insurance number, bank details, tax information
- Passport, birth certificate, medical information including details of any disabilities
- Religion, Dietary Requirements, Allergies
- Photographs, body measurements, physical attributes
- Work history, employment/project details, contracts, payments, royalties
- Casting information, filmography, credits, skills
- Details of contractual negotiations
- Any other information necessary to represent you as an agent.

How We Collect Your Data

We obtain your personal data from:

- Directly from you via applications, emails, and contracts
- Third-party sources such as casting databases, public websites (Spotlight, IMDB etc.)
- Industry professionals including casting directors, producers, and employers.

How We Use Your Personal Data

We process your data to:

- Manage your relationship with Bonnie & Betty Ltd as an agency
- Represent you and find suitable work opportunities
- Submit your details to casting professionals and clients
- Negotiate contracts and agreements on your behalf
- Arrange payment processing and invoicing
- Maintain internal business records and comply with legal obligations
- Conduct equal opportunities monitoring and audits.

Legal Basis for Processing

We will only use your personal data when permitted by law. The main legal bases include:

- Performance of a contract: to fulfill our agency-client agreement
- Legitimate interests: running our business effectively
- Legal compliance: fulfilling tax, regulatory, or legal requirements
- Consent: where required, such as for marketing communications.

Sharing Your Data

We may share your personal data with:

- Casting directors, production companies, and clients for work opportunities
- Co-agents, if you are represented internationally
- External service providers (e.g., accountants, legal advisors, IT support)
- Industry platforms such as Spotlight, Tagmin, Mainboard/PortfolioPad and Entertainment Partners.
- Regulatory authorities where required by law.
- Local authorities for child performance licensing purposes.

We will never sell your personal data to third parties. Upon joining the agency, we will add your email to our internal mailing list.

International Transfers

If your representation involves overseas opportunities, we may transfer your data outside the UK or EU. In such cases, we ensure appropriate safeguards, including:

- Adequacy decisions by the UK/EU
- Standard contractual clauses ensuring data protection
- Your explicit consent where required.

Data Retention

We retain your personal data only for as long as necessary:

- While you are represented by the agency
- For legal and accounting purposes after representation ends
- To process future royalty payments (if applicable).
- We must hold all personal data on file for 6 years from time of removal, after which time it is deleted permanently.

Your Rights

Under certain circumstances, you have rights under UK data protection laws, including:

- Request access to your personal data
- Request correction of inaccuracies
- Request deletion where appropriate
- Object to certain types of processing
- Request restriction of processing
- Request data portability (transfer to another service provider).

To exercise your rights, please contact bonnie@bonnieandbetty.com

Security Measures

We implement security measures to protect your personal data from:

- Unauthorised access, loss, misuse, or disclosure
- Cyber threats through firewalls, encryption, and secure databases
- Internal access controls, ensuring only authorised personnel handle sensitive data.

Changes to This Policy

We may update this Privacy Policy periodically. We will notify you of any significant changes via email or by posting updates on our website.

Contact Information

For any privacy-related queries or to exercise your rights, contact:

Bonnie Lia, Founder & Managing Director

Bonnie & Betty Ltd

Email: bonnie@bonnieandbetty.com

If you are unsatisfied, you have the right to file a complaint with the UK's Information Commissioner's Office (ICO).