

FIRST Model Management

Privacy Notice

1. Introduction

FIRST Model Management Ltd collects and processes personal data in accordance with applicable data protection legislation. This notice explains how personal data is collected, used, stored, and disclosed.

2. Our Role

We act as the data controller and are responsible for ensuring compliance with applicable data protection laws. A Data Protection Manager oversees compliance, training, and reporting. Data breaches are handled in accordance with regulatory requirements.

3. Categories of Individuals and Data

We process personal data relating to models and talent, clients, subscribers, website users, and our People (employees and contractors). Data may include contact details, identification documents, financial information, images, and, where necessary, sensitive personal data.

4. How Data is Collected

Data is collected through application forms, correspondence, contracts, client interactions, background checks, publicly available sources, website usage, and third-party service providers.

5. Purposes of Processing

Personal data is used to manage relationships, fulfil contractual obligations, assess suitability, operate the business, comply with legal obligations, improve services, and deliver marketing communications where consent has been provided.

6. Disclosure of Data

Personal data may be shared with clients, mother agencies, service providers, and professional advisers. All disclosures are limited to what is necessary and are subject to appropriate safeguards.

7. Retention Periods

- Model and talent data: up to 20 years
 - Client data: typically 6 years
 - Subscriber data: until consent is withdrawn
 - Website user data: typically 6 years
 - Staff data: as required or until deletion is requested
- All data is retained only as long as necessary.

8. International Transfers

Where personal data is transferred outside the UK or EEA, appropriate safeguards are implemented to ensure adequate protection.

9. Individual Rights

Individuals may request access to their data, correction of inaccuracies, deletion of their data, or opt out of communications. Requests are handled by the Data Protection Manager in accordance with legal requirements.

10. Security

We implement appropriate technical and organisational measures to protect personal data from unauthorised access, loss, or misuse.

11. Updates to this Notice

This privacy notice may be updated periodically. The most recent version will always be made available.

12. Contact

For queries or requests relating to personal data, contact the Data Protection Manager via email or telephone. Complaints will be handled in accordance with our complaints procedure.