

Participant Privacy Notice

1. WHAT IS THE PURPOSE AND SCOPE OF THIS DOCUMENT?

This Participant Privacy Notice (“**Notice**”) describes how we collect, use and disclose the personal information (as described in section 3 below) of participants in certain Magical Elves productions (“**Productions**”).

In this Notice, we will use the terms “**Magical Elves**”, “**we**”, “**us**” and “**our**” to refer to Magical Elves, LP, its subsidiaries and affiliated entities that are producing the show or other content that you may appear in.

It is important that you read this Notice, together with any other terms, releases and notices that we may provide on specific occasions when we are collecting or processing personal information about you, so that you are aware of how and why we are using such information. If there are third parties involved in the Production who have collected your personal information directly from you, they may use your information in accordance with their own privacy and cookie notices, which you should also read.

This Notice does not form part of any contract with you.

We may update this Notice at any time.

2. HOW DO WE COLLECT YOUR PERSONAL INFORMATION?

We collect information about you through our casting process and through your participation in the Production and related activities, either directly from you or from your representative, or from third parties authorized by you or from other research.

3. WHAT INFORMATION DO WE COLLECT, AND WHY?

Please see below for the kinds of information we may hold about you and the purposes for which we use them. The information and usage described within this Notice may be supplemented via agreements with you.

- **Name and contact information**, such as address, telephone numbers and email addresses, of you and of other individuals whose details you have provided to us (such as your beneficiaries, emergency contacts, friends and family), so we and our partners can communicate with you or them, including to comply with laws.
- **Other information provided by you and others as part of the casting and production process**, which (depending on the Production and as permitted by law) may include your experiences, background information (e.g., hometown, occupation), personal characteristics (e.g., date of birth, interests), photos or videos, social media handle(s), and information about your family, friends and partners. We may use this information to help us learn your story as we cast, produce and promote our Production.
- **Visual and sound recordings made in connection with the Production.**
- **Medical and/or psychological assessment information (if applicable).** For some Productions, we engage medical and psychological professionals to perform medical and/or psychological assessments of our participants, with their consent. We do this in order to protect the health and

safety of our participants and that of other people involved in the Production, and this information is shared with us for this purpose.

- **Background check information.** For some Productions, we engage background check providers to perform background checks on our participants, with their consent. We do this in order to protect the health and safety of other people involved in the Production, to verify the information provided by the participants and for reputational reasons, and this information is shared with us for this purpose.
- **Health information** that you provide to us, including information about your physical or mental health or disability status. We may collect and use this to protect your health and safety and that of other people involved in the Production, to assess your fitness to participate, provide certain accommodations, ensure that the Production is appropriately insured, comply with (or exercise rights under) legal or contractual obligations, and (with your permission) to tell your story as part of the Production.
- **Union/Guild membership information (if applicable),** so we can comply with (or exercise rights under) collective bargaining agreements and other legal requirements.
- **Demographic information (if applicable),** so we can ensure meaningful equal opportunity and diversity and inclusion monitoring and reporting, and to comply with legal requirements.
- **Financial information (if applicable),** such as bank account details if required for direct deposit, social security number, tax identifier and tax information.

In addition, we may use the above personal information to comply with the law, to seek legal advice from outside counsel or in connection with litigation with a third party, and to ensure compliance with policies, guidelines and contracts.

4. WHO IS YOUR PERSONAL INFORMATION DISCLOSED TO?

Within Magical Elves

We will share your personal information with people within Magical Elves in order to carry out the purposes described in this Notice. These may include people within departments such as production management, development, labor, physical production, legal and production finance. We put in place controls to restrict access to your more sensitive information (e.g. health, psychological and financial information, if any) to appropriate personnel.

Outside Magical Elves

We may share relevant personal information with the following categories of recipients, if applicable:

- **Service Providers:** including transport and security providers, medical professionals, background check providers and other production service providers, so that they can provide the relevant services needed on a specific Production.
- **Other production staff or companies involved with the Production:** We may share information with other production staff or companies in order to develop and produce the Production.
- **Distribution, Publicity, Advertising and Marketing partners:** We may share aspects of your story with potential and existing distribution, publicity, advertising and marketing partners in order to distribute and promote the Production and related advertising and marketing content.

- **Viewers:** Your personal information that is included in the Production and related promotional and digital materials will be seen by viewers.

Other disclosures: Generally, Magical Elves shares personal information other than as described above as follows:

- when required to do so by law, regulation, or court order;
- in response to a request for assistance by a law enforcement agency; and
- to seek legal advice from Magical Elves' outside counsel or in connection with litigation with a third party.

5. HOW WE PROTECT YOUR PERSONAL INFORMATION

We maintain organizational, technical, and physical safeguards to help reasonably protect the information we collect and use. These safeguards vary depending upon a variety of factors including the sensitivity of the information we collect and use. Despite all reasonable practices, no security method is infallible.

CALIFORNIA NOTICE

YOUR CALIFORNIA PRIVACY RIGHTS; "SHINE THE LIGHT" LAW

California residents are entitled once a year, free of charge, to request and obtain certain information regarding our disclosure, if any, of certain categories of personal information to third parties for their own direct marketing purposes in the preceding calendar year. We do not disclose personal information to third parties for their own direct marketing purposes.

CALIFORNIA CONSUMER PRIVACY ACT

The California Consumer Privacy Act ("CCPA") provides California residents with rights to receive certain disclosures regarding the collection, use, and sharing of information about them, as well as rights to know/access, delete, and limit sharing of personal information. You have the right to be free from discrimination based on your exercise of your CCPA rights. To the extent that we collect personal information that is subject to the CCPA, that information, our practices, and your rights are described below.

Our operation of this website, our activity on social media, and our services are not intended for children or minors under the age of 16 years old without express consent or authorization from a parent or a legal guardian. Accordingly, we do not knowingly collect or store information about minors under the age of 16, except as legally required, and we do not sell the personal information of minors. If you believe that we have unintentionally received personal information about a minor under the age of 16 years old, please contact us at info@magicalelves.com or call 866-649-7222.

Notice at Collection Regarding the Categories of Personal Information Collected

You have the right to receive notice of the categories of personal information we collect and the purposes for which we use personal information. The following table summarizes the categories of personal information we collect, the categories of sources of that information, and whether we disclose or sell that

information to service providers or third parties, respectively. The categories we use to describe personal information are those enumerated in the CCPA. We collect this personal information for the purposes described in "What Information Do We Collect, and Why?"

Category	Information Type	Source	We disclose to:	We sell to:
Identifiers	<ul style="list-style-type: none"> • Contact information or personal characteristics (name; email address; postal address; telephone number; signature) • Union or guild membership • Social media handles 	You; Your representative; our social media pages; third party subscription service providers; from other research	Service Providers Other Production Staff or companies involved with the Production Advertising and Marketing Partners and Viewers (to the extent such information is conveyed or included in the Production)	Not sold
Health Information	<ul style="list-style-type: none"> • COVID Status • Physical or mental status 	You	Service Providers Other Production Staff or companies involved with the Production Advertising and Marketing Partners and Viewers (to the extent such information is conveyed or included in the Production) COVID Status to Government Authorities when required to do so by law	Not sold
Financial Information	<ul style="list-style-type: none"> • Payment card data 	You	Service Providers	Not sold

	<ul style="list-style-type: none"> • Bank account information • Credit information 			
Protected Classifications and Other Sensitive Data	<ul style="list-style-type: none"> • Gender • Age • Marital Status • Race • Physical or Mental Disabilities 	You; third parties authorized by You; from other research	<p>Service Providers</p> <p>Other Production Staff or companies involved with the Production</p> <p>Advertising and Marketing Partners and Viewers (to the extent such information is conveyed or included in the Production)</p>	Not sold
Commercial Information	<ul style="list-style-type: none"> • Transaction information • Billing and payment records • Order history 	You	Service Providers	Not sold
Geolocation Information	<ul style="list-style-type: none"> • Precise (information that describes location with more precision than ZIP code, e.g., GPS data) • Coarse (information that describes location at ZIP code-level or less precision) 	You; our analytics and advertising partners	<p>Service Providers</p> <p>Other Production Staff or companies involved with the Production</p> <p>Advertising and Marketing Partners and Viewers (to the extent such information is conveyed or included in the Production)</p>	Not sold
Audio, Electronic, Visual, Thermal, Olfactory, or Similar Information	<ul style="list-style-type: none"> • Call recordings • Photographs • Video 	You; Your representative; third parties authorized by You; other research	<p>Service Providers</p> <p>Other Production Staff or companies involved with the Production</p>	Not sold

			Advertising and Marketing Partners and Viewers (to the extent such information is conveyed or included in the Production)	
Professional or Employment-Related Information	<ul style="list-style-type: none"> • Current employer • Job title 	You; Your representative; third parties authorized by you; other research	Service Providers Other Production Staff or companies involved with the Production Advertising and Marketing Partners and Viewers (to the extent such information is conveyed or included in the Production)	Not sold
Education Information	<ul style="list-style-type: none"> • Education history • Level of education 	You	Service Providers Other Production Staff or companies involved with the Production Advertising and Marketing Partners and Viewers (to the extent such information is conveyed or included in the Production)	Not sold

Content of Communications	<ul style="list-style-type: none"> • Contents of phone calls, emails, or text messages • Photos 	You; third parties authorized by You	Service Providers Other Production Staff or companies involved with the Production Advertising and Marketing Partners and Viewers (to the extent such information is conveyed or included in the Production)	Not sold
Contacts	<ul style="list-style-type: none"> • List of contacts that you supply to us • List of contacts we collect from your device with your permission 	You	Service Providers	Not sold

Entities to whom we disclose information for business purposes are *service providers*, which are companies that we engage to conduct activities on our behalf, as well as **other production staff or companies involved with the Production, Distribution, Publicity, Advertising and Marketing partners**, and **Viewers**. Service providers are restricted from using personal information for any purpose that is not related to our engagement.

An entity “sells” personal information when it discloses personal information to *third parties* for monetary or other benefit. A company may be considered a third party either because the purpose for its sharing of personal information is not for an enumerated business purpose under California law, or because its contract does not restrict it from using personal information for other purposes. **We do not sell personal information to third parties.**

Your rights under the CCPA

Know and request access to and deletion of personal information: You have the right to request access to personal information collected about you and information regarding the source of that personal information, the purposes for which we collect it, and the third parties and service providers with whom we share it. You also have the right to request in certain circumstances that we delete personal information that we have collected directly from you. Please contact us at info@magicalelves.com or call 866-649-7222 to exercise these rights.

Making a request to exercise your rights

Submitting requests: You may submit a request to exercise your rights by emailing us at info@magicalelves.com or calling us at the toll-free number, 866-649-7222. You may make such a request up to twice in a 12-month span.

If you are a California resident, you may authorize another individual or a business registered with the California Secretary of State, called an authorized agent, to make requests on your behalf. Pursuant to the CCPA:

- Only a business entity or natural person registered with the California Secretary of State may act as an authorized agent.
- You must provide the authorized agent written permission to exercise your rights under the CCPA on your behalf.
- We may deny a request from an authorized agent on your behalf if the authorized agent does not submit proof that he, she, or it has been authorized by you to act on your behalf if we request such proof, as permitted by the CCPA.
- Even if you use an authorized agent to exercise your rights under the CCPA on your behalf, pursuant to the CCPA we may still require that you verify your own identity directly to us. This provision does not apply if you have provided us with a power of attorney under California Probate Code sections 4000 to 4465.

We may have a reason pursuant to the CCPA, including when we cannot verify your request and/or under the law why we do not have to comply with your request, or why we may comply with it in a more limited way than you anticipated. If we do, we will explain that to you in our response.

Verification: We must verify your identity before responding to your request, and we will verify that you are appropriately affiliated with the subject of the request, either as a consumer or as an authorized agent or guardian of the consumer. We verify your identity by asking you to provide personal identifiers that we can match against information we may have collected from you previously. We may need to follow up with you to request more information to verify identity.

We will not use personal information we collect in connection with verifying or responding to your request for any purpose other than responding to your request.