

Privacy Notice: Casting Call – Rebel Girls Like Me

This privacy notice (**Privacy Notice**) covers how Dorling Kindersley Limited (**DK, we, us or our**), acting as a data controller, collects and uses personal data in respect of producing and publishing a book called “Rebel Girls Like Me” (**Book**) (the **Project**).

The [Casting Call Terms and Conditions \(T&Cs\)](#) provide information about, and explain the rules around, the casting call (including how to enter, how selection works and how we plan to produce and publish the Book).

We are seeking contributions to the Book from girls aged between 8 and 13 years old (**Participants**) and so this Privacy Notice is aimed at the parents or legal guardians of the Participants (**you or your**). We will do our best throughout the Project to ensure that the Participants understand the reasons for our processing of their personal data (and have included more age-appropriate language within section 8.4 of the T&Cs) but we ask that you carefully read this Privacy Notice to ensure that you also understand and can help explain the same to the Participants.

In particular, we would like to draw your attention to the “Children” section below.

If you have any questions at all about how personal data is processed in relation to the Book or any other questions about the Project more widely, please feel free to contact us at: casting@dk.com

How we use your personal data

We may collect the following personal data:

- Participants’ responses to an initial questionnaire, which may prompt the provision of information including: *first name, nickname, email address, location, age, language spoken, hobbies, interests, aspirations, “Rebel Girl” qualities and other information volunteered in response.*
- In respect of Participants who are selected to progress to the second stage of the Project: *photographs, illustrations and responses to further interview questions; and*
- In respect of you (the parent or guardian of the Participant), your: *name, email address and relationship to the Participant.*

All personal data will be processed solely for the purposes of carrying out the Project with the ultimate aim of publishing the Book, including:

- reviewing questionnaire submissions;
- considering the suitability of Participants based on the questionnaire submissions;
- contacting successful Participants;
- interviewing and collaborating with successful Participants to create content for the Book;
- liaising with the parent or guardian of the Participants in relation to the publication of content within the Book; and
- publishing, advertising and distributing the Book.

In each case, the personal data we process will be limited to that which you or the Participant provide to us and our lawful basis for processing this personal data will either be that:

- it is in accordance with our legitimate interests (for example our legitimate interest as a publisher to collect and process Participant data in the questionnaire submissions in order to consider the suitability of those Participants for the Book);
- it is necessary to perform a contract with you or the Participant (in the form of the T&Cs or any release agreement that you and the Participant may be asked to sign); or
- we have the consent of both you and the Participant to do so.

If the Participants provide us with special category personal data (e.g. information relating to their religious beliefs or ethnicity) as part of their responses to our questions (even where such information has not been directly requested), we will ensure that we have the Participants' and your explicit consent prior to publishing it within the Book. At any time up to the point of printing the Book, you or the Participant may withdraw your consent, withdraw from the Project, request amendments to information and will have full approval rights over any content to be published within the Book.

How we share your personal data

We may share your personal data with the following third parties:

- Rebel Girls Inc., who we are running the Project with.
- Service providers (including those who may assist us with the execution of the various elements of the Project), who will only process the personal data in accordance with our instructions and this Privacy Notice.
- Professional advisors so that we can obtain advice.
- Investors and acquirers in the event of a proposed sale, merger or similar corporate activity.
- Law enforcement organisations where we deem it necessary.

Children

We acknowledge that we will be knowingly collecting personal data from children in relation to the Project. If you are under 18 and would like to participate in the Project to feature in the Book, we will need your parent or guardian's permission.

We ask that you, the parent or guardian of the Participant, helps us to relay the information within this Privacy Notice to the Participant you are responsible for. In particular, the most important points that we want you to understand are:

- The Participant can withdraw from the Project, request amendments to the information submitted and has full approval rights over the final content at any time prior to printing the Book.
- After publication of the Book, the information will be made public and the Participant's rights in respect of amending or deleting the information published and made public will no longer be available.
- We rely on you to guide and assist the Participant with providing any final approvals, particularly in respect of any particularly sensitive or very personal data shared, including in relation to religious beliefs or ethnicity.

How we keep your personal data safe

We have put in place appropriate security measures to protect both your and the Participants' personal data against being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

International transfers

If we transfer your or the Participants' personal data outside of the UK, we ensure a similar degree of protection is afforded to it – specifically we will only transfer such personal data to countries which have an adequacy decision from the UK's data protection regulator (such as the EU territories) or, if this is not applicable, we will put in place appropriate contractual clauses to ensure your personal data is processed securely and in accordance with your rights.

How long we keep your personal data for

We retain information for the period of time necessary to fulfil the purposes for which we obtained the information (i.e. the fulfilment of the Project) and consistent with all applicable data protection laws. There may be circumstances where we are required to hold information longer – for example where the information relates to actual or anticipated legal proceedings.

Exercising your or the Participants' rights

Under data protection law, you and the Participants have the following rights in relation to your personal data:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Right to withdraw consent.

If you or the Participant wishes to exercise any of the rights set out above or have any questions, please contact us via casting@dk.com. Please note that your rights are not absolute and there may be circumstances where we are unable to comply with all or a part of your request, including following publication of the Book.

If you are unsatisfied with our response to any data protection issues you raise with us, you have the right to complain to your data protection supervisory authority (this is the Information Commissioner's Office in the UK), although we ask that you try and settle any issues with us in the first instance.

Last updated: 25 September 2024