

Types of personal data	Collection	Purpose	Disclosure	Retention Period
<p>Information such as your name and business information (email address, job title, who you work for). Additional information may be processed where it is provided by you, for example in correspondence, in connection with any Talent, or in letting us know your interests and how/when you wish to be contacted by us.</p>	<p>Your personal data is collected when you register or 'opt in' to receive:</p> <ul style="list-style-type: none"> • marketing/promotional material; • information and updates about our Talent; and • details of events. <p>You can contact us at any time to amend your preferences or opt out of communications from us. You will also be sent the option to opt out of future communications in every communication you receive from us.</p>	<p>Where you have given us your clear, unambiguous consent to do so, your personal data will be used to:</p> <ul style="list-style-type: none"> • contact you about, and provide you with, the communications we think are relevant to your interests and preferences; and • understand our subscribers' preferences and interests so we may improve our services, communication and marketing material. 	<p>Your personal data may be transferred to our third party service providers who support the operation of our business.</p> <p>Where you have given us your clear, unambiguous consent to do so, we may pass your personal data to selected third parties to provide you with information about services we feel may interest you.</p> <p>We shall only transfer personal data to third parties which is limited to the relevant purpose and is adequately protected.</p>	<p>Subscriber personal data shall be kept for 6 years and we shall not keep your personal data for longer than is necessary.</p> <p>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.</p>