



## **Privacy Policy for Laine Management Ltd**

*Last updated: May 2026*

This Privacy Policy is compliant with the UK Data Protection Act 2018 and the General Data Protection Regulation (GDPR)

You can contact us regarding any matters herein by contacting us via our website, or directly by telephone call or email

Our full contact information is available on our website at: [www.lainemanagement.co.uk](http://www.lainemanagement.co.uk)

## **Who We Are**

Laine Management Ltd is a talent agency based in Salford, Greater Manchester, representing performers across television, film, theatre, radio and commercial productions throughout the UK.

## **Information We Collect**

We may collect and store the following information:

- Name, address, telephone number and email address
- Date of birth and emergency contact details
- CVs, headshots, showreels and performance history
- School information where required for child licensing
- Passport or birth certificate details for performance licences
- Payment and payroll information
- Medical or accessibility information where necessary for productions or classes
- Website usage information through cookies and analytics
- Any other information you may voluntarily provide necessary to the provision of our services

## **How We Use Your Information**

We use your information to:

- Manage representation applications and client accounts
- Submit performers for casting opportunities
- Arrange auditions, bookings and productions
- Process payroll and payments
- Apply for child performance licences where required
- Communicate important agency or class information
- Manage drama class registrations and attendance
- Improve our website and services
- Meet legal and regulatory obligations



## **Sharing Your Information**

We may share relevant information with:

- Casting directors and production companies
- Local authorities for child performance licensing
- Payroll providers and accountants
- Industry professionals involved in bookings or productions
- IT and website service providers

We will not share or use your personal data in a way you would not expect under our terms of service.

We may also share your personal data with Regulatory authorities, law enforcement agencies or other parties, to the extent required by law.

## **Children's Data**

We take extra care when handling children's personal information. Parent or guardian consent will always be required for representation, classes, performance licensing and related communications involving children under 18.

## **Data Security**

We take data protection seriously and have implemented appropriate technical and organisational measures to protect your personal data from unauthorised access, disclosure, alteration, or destruction. However, no method of transmission or storage is completely secure, and we cannot guarantee the absolute security of your personal data. We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so

## **How Long We Keep Information**

We only retain personal information for as long as necessary for agency, legal, accounting or safeguarding purposes.

## **Your Rights**

Under UK data protection law, you have the right to:

- Request access to your personal data
- Request correction of inaccurate information
- Request deletion of your data where appropriate
- Withdraw consent where applicable
- Object to certain uses of your information



## **Changes to this Privacy Notice**

We reserve the right to update this Privacy Notice at any time, and will both notify you of any such changes and publish such changes here.