

**CBS Reality Casting Privacy Policy**  
**Effective date: March 16, 2022**

**1 Scope**

- 1.1 **CBS Broadcasting, CBS Studios** and their affiliates (collectively, “**CBS**”) are committed to protecting your privacy. CBS owns, operates, or provides access to these online auditions (the “**Online Auditions**”) in connection with the casting and production of the applicable programming (the “**Program**”). This Privacy Policy describes, among other things, the types of information collected about you when you visit the Platform; how your information may be used and when it may be disclosed; how you can control the use and disclosure of your information; and how your information is protected.
- 1.2 By using any of the CBS Online Auditions, you consent to the terms of this Privacy Policy. This platform (the “**Platform**”) and the CBS Online Auditions are for a general audience and are not targeted to children.
- 1.3 This Privacy Policy applies to all users, including both those who use the Online Auditions without being registered and/or those who have registered with the Platform to create a profile and/or upload an online audition (collectively, “**User**”). This Privacy Policy applies to all information collected about you by CBS through the Platform. Please review this Privacy Policy carefully. **If you do not agree with this Privacy Policy, you should immediately stop participating in the Online Auditions.**
- 1.4 The Online Auditions may allow you to submit or transmit audio, video, text, or other materials, including so-called “user generated content” (collectively, “**User Submissions**”), which is subject to the Terms of Use. Please remember when you provide User Submissions, you grant to CBS and its affiliates and partners a non-exclusive, worldwide, royalty-free, perpetual, irrevocable, fully sublicenseable license to use, reproduce, archive, edit, translate, create derivative works of, make available, distribute, sell, display, perform, transmit, broadcast and in any other way exploit those User Submissions, and any names, images, voices, likenesses and other identifying information of persons that is part of those User Submissions, in any form, media, software, or technology of any kind now known or developed in the future, including, without limitation, for developing, manufacturing, and marketing products. You should also be aware that CBS may also engage a third party to provide some of the services associated with the Online Auditions. This third party will collect and host the information that you submit to CBS but will not use any of this information for purposes other than providing the service.

**2 Information Collected**

- 2.1 **Information you provide directly to CBS.** This Platform may collect different types of information when you apply for casting in the Program (including registration in order to create an audition profile), access various content or features, or directly contact CBS, some of which may be considered “**Personal Information**,” as defined under applicable law, which includes “**Personal Data**” as defined in the General Data Protection Regulation (GDPR). The different types of information collected when you apply for casting in the Program may include:
  - 2.1.1 Contact information, such as name, email address, postal address, phone number, facsimile number, and mobile number;
  - 2.1.2 User name, password, and password reminder questions and answers;
  - 2.1.3 Age and date of birth;
  - 2.1.4 Other demographic information, such as gender and job information;
  - 2.1.5 Criminal history;
  - 2.1.6 Medical history;
  - 2.1.7 Public information, including profile information, you provide to CBS for publication, such as your user name, comments, likes, interests, status, pictures and the address of your website;
  - 2.1.8 Communications preferences;
  - 2.1.9 Contact information about others when you provide information about others or refer a friend to a particular website or service (note: such information is used solely to facilitate the communications requested), and will identify you as the person making the referral;
  - 2.1.10 Information posted in community discussions and other interactive online features;
  - 2.1.11 Correspondence you send to us;
  - 2.1.12 Information collected about you offline (including via facsimile, mail, or in person); and

- 2.1.13** If you access the Platform or Online Auditions through a third-party connection or log-in, your user submitted information, which will be governed by this Privacy Policy, may also include:
- a) Your user ID and/or user name associated with that third-party service;
  - b) Any information/content you have permitted the third party to share with CBS; and
  - c) Any information you have made public in connection with that third-party service (collectively, "**Third Party Information and Content**").
- 2.2** **Information CBS collects automatically.** This Platform may collect certain information automatically, including:
- 2.2.1** Your device type and settings, software used and browser type and operating system;
  - 2.2.2** Your Internet Protocol (IP) address, which is the number automatically assigned to your computer whenever you access the Internet and that can sometimes be used to derive your general geographic area;
  - 2.2.3** Websites or other services you visited before and after visiting the Platform;
  - 2.2.4** Web pages and advertisements you view and links you click on within the Platform;
  - 2.2.5** Unique identifiers and connection information, including mobile device identification numbers (e.g. Apple's Identifier for Advertising IP (IDFA) or Google's Android Advertising ID (AAID)) and internet connection means (e.g. mobile operator, ISP, Wi-Fi connection) that can identify the physical location of such devices in accordance with applicable law;
  - 2.2.6** Information collected through cookies, web beacons, and other similar technologies;
  - 2.2.7** Information about your interactions with audio and video content, such as the type of content listened to (including music applications such as iTunes, Spotify and Last.fm) and content viewed, and information about your interactions with email messages, such as the links clicked on and whether the messages were opened or forwarded;
  - 2.2.8** With your consent, your bandwidth speed and information about the software programs installed on your computer including registry key information; and
  - 2.2.9** Standard server log information.
- 2.3** **Information CBS obtains from other sources.** Where permitted by applicable law, CBS may collect information about you from other sources, including through interactive applications (e.g., mobile devices, third party services, and embedded audio and video players), from co-branded partners and websites (e.g., on CBS' Facebook pages), and from commercially available sources (e.g., data aggregators and public databases). The following are examples of information CBS may collect from other sources:
- 2.3.1** Name, postal address, and telephone number;
  - 2.3.2** Demographic data, such as age, gender, and income level;
  - 2.3.3** If you access third party services (e.g., Facebook, Google+ or Twitter) through a CBS service, or if you access a CBS service via a third party service, your username and password for those services and other information available about or collected from you on those services;
  - 2.3.4** Your interests and purchase behavior;
  - 2.3.5** Publicly-observed data, such as activities on blogs, videos, and other online postings; and
  - 2.3.6** Other navigation data, such as websites visited and advertisements viewed or clicked on.
- 2.4** This Privacy Policy does not cover the practices of third parties, including those that may disclose information to CBS, and their use of your information is governed by the privacy policies of such third parties.
- 2.5** **Combining Information.** Please note that all of the information CBS collects about you may be combined, including to help CBS tailor its communications to you and to develop rich online content and services across the Platform.

### **3 Use of Information**

- 3.1** Your information will not be made publicly available through the Platform, and will only be visible to CBS, its business partners (e.g., production companies, advertisers, marketing agencies, etc.) and CBS representatives associated with the Online Audition. Your personal information will only be shared with

non-affiliated third parties when CBS believes sharing is permitted by you or authorized by this Privacy Policy. Third Party Information and Content may be publicly available according to the permissions you grant to the third party site, the applicable policies of the third party and the terms and conditions and/or terms of use for the third party site.

- 3.2 CBS only uses identity verification information, such driver's license numbers, social security numbers, or comparable national identifiers as necessary for fulfilling a service or as otherwise allowed by law.
- 3.3 CBS generally uses information CBS collects about you to:
  - 3.3.1 Facilitate the auditions, including sharing your personal information with certain business entities that CBS works with, for example, in connection with the Program, such as producers, broadcasters, casting directors, and consultants;
  - 3.3.2 Fulfill your requests for products, services, and information, including to send you electronic newsletters, and/or inform you of upcoming audition or casting opportunities;
  - 3.3.3 Provide you with electronic newsletters, information, special offers and promotional materials on behalf of CBS, companies within the CBS corporate family, and third parties, in accordance with applicable law, subject to your right to withdraw consent provided in the "Your Choices" section of this Privacy Policy;
  - 3.3.4 Analyze the use of the Platform and information about visitors to the Platform to understand and improve the CBS service offerings and, in accordance with CBS' sharing policies, discussed below, to produce or disclose anonymous or aggregated data and statistics that might help third parties develop their own products and service offerings;
  - 3.3.5 Customize the content you see when you visit the Platform;
  - 3.3.6 Develop and provide advertising tailored to your interests, subject to your right to withdraw consent provided in the "Your Choices" section of this Privacy Policy;
  - 3.3.7 Prevent potentially prohibited or illegal activities and otherwise in accordance with CBS's Terms of Use, including restrictions of the use of software to remove, modify, disable, block or otherwise impair any advertising in connection with the Platform;
  - 3.3.8 Verify all information you provide to CBS for purposes of compliance with the audition rules for the particular Program;
  - 3.3.9 For any other purposes disclosed to you at the time CBS collects your information, pursuant to your consent or as otherwise authorized by law; and
  - 3.3.10 Contact you. CBS may periodically send promotional materials or notifications related to the Platform. If you want to stop receiving promotional materials, follow the unsubscribe instructions. There are certain service notification emails that you may not opt-out of, such as notifications of changes to the Platform or policies. If you have installed a mobile app and you wish to stop receiving push notifications, you can change the settings either on your mobile device or through the app.

#### 4 Disclosure of Information

CBS is committed to maintaining your trust and CBS wants you to understand when and with whom CBS may share information collected about you.

- 4.1 **With Your Consent.** With your consent, CBS may share your contact information with third party marketing partners. For example, services CBS utilizes which offer free access to relevant services (e.g., webcasts and white papers) if you allow your information to be shared with third parties so that they can contact you by email, telephone, postal mail or other common communication methods about their products or services.
- 4.2 **Sensitive Information.** CBS may disclose any information contained within or derived from an audition application to third persons connected with the Program and to compile information from third parties in connection with the application process about applicant's private, personal and public life, personal relationships, confidences and secrets with family, friends, significant others, including without limitation: physical appearance; personal characteristics/habits (both physical and mental); medical treatment/history (both physical and mental); sexual history; educational and employment history; military history; criminal investigations, charges and records; personal views and opinions about life, the world, politics, religion, and the like (collectively, "Sensitive Information"). CBS may reveal such Sensitive Information to third

parties in the course of the application process. User releases, discharges, and holds harmless CBS and its affiliates from any and all claims and damages arising from such compilation or disclosure of Sensitive Information. Users understand that participating in the Program involves the collection and sharing by CBS of Sensitive Information and that, although CBS takes measures to ensure the security of this information, the circulation of this information may cause Users harm.

- 4.3 Authorized Third Party Service Providers.** CBS shares your contact information with third party vendors who help CBS with specialized services, including customer support, email and text message deployment, business analytics, marketing, suppression list management and data processing. These third parties are allowed to use your contact information to help CBS provide CBS' services and not for any other purpose. Also, authorized third party service providers may collect non-contact information about your visits to the Platform with cookies, web beacons and other similar technologies that may be used to deliver advertisements or marketing tailored to your interests or, in connection with other data about you including data regarding your use of websites, apps or other services over time and across the Internet, to determine the connections that may exist among different devices. For example, if your IP address is associated with multiple devices (such as smartphones, connected TVs, tablets and so on), these services providers may determine that you, as a user, are connected to such devices.
- 4.4 To Allow Third-Parties and Service Providers to Assist in Providing and Managing the Platform.** CBS may make your personal information available to certain third-party service providers, such as contractors, agents, or sponsors, who help manage or are involved with the audition process, for example: developing or supporting products and features; conducting email marketing; or assisting with the administration of the Auditions. These third parties and outside service providers are required to protect non-public personal information entrusted to them and not use it for any other purpose than the specific service they are providing to CBS.
- 4.5 To Allow Social Sharing Functionality.** If you log in with or connect a social media service account, CBS may share your information, including your user name, picture, and likes, as well as your activities and comments with other Platform users and with your friends associated with your social media service. CBS may also share the same information with the social media service provider. By logging in with or connecting your Platform account with a social media service, you are authorizing CBS to share information CBS collects from and about you with the social media service provider, other users and your friends and you understand that the social media service's use of the shared information will be governed by the social media service's privacy policy. If you do not want your personal information shared in this way, please do not connect your social media service account with your Platform account and do not participate in social sharing on the Platform.
- 4.6 Co-Branded Partners.** Co-Branded Partners are third parties with whom a CBS service may jointly offer a service or feature. You can tell when you are accessing a service or feature offered by a Co-Branded Partner because the Co-Branded Partner's name will be featured prominently. You may be asked to provide information about yourself to register for a service offered by a Co-Branded Partner. In doing so, you may be providing your information to both CBS and the Co-Branded Partner, or CBS may share your information with the Co-Branded Partner. Please note that the Co-Branded Partner's privacy policy may also apply to its use of your information.
- 4.7 CBS and Other CBS Businesses.** CBS and other business units of CBS Corporation, CBS' parent company, continue to expand their online presence in order to offer users rich and deep interactive experiences. Where permitted by law, CBS may share information CBS collects about you within the family of CBS and with CBS Corporation, CBS' parent company, and other CBS-affiliated companies, so that CBS can provide you with information about products and services that might interest you, subject to your right to withdraw consent provided in the "Your Choices" section of this Privacy Policy.
- 4.8 Business Transfers.** CBS may share your information in connection with a substantial corporate transaction, such as the sale of a CBS service, a merger, consolidation, asset sale, or in the unlikely event of bankruptcy.
- 4.9 Legal Requirements.** CBS may disclose information about its users, including contact information, to respond to subpoenas, court orders, legal process, and other law enforcement measures, and to comply with other legal obligations, such as Federal Communications Commission ("FCC") requirements or as otherwise authorized or required by law.

- 4.10 Protect the Platform and Users.** CBS may disclose information to protect and defend the legal rights, interests, and safety of the Platform, other CBS companies, and their employees, agents, and contractors (including enforcing CBS' agreements); to protect the safety and security of users of the Platform and members of the public; and as otherwise disclosed in the CBS Terms of Use or authorized by law.

## 5 Your Choices

- 5.1** Your personal information will not be used in a manner different from what is described in the most current Privacy Policy without obtaining your consent. Please note that even if you unsubscribe to promotional messages, CBS may still need to send you communications relating to your use of the Platform, such as service announcements.
- 5.2** You also have choices about whether cookies and other similar technologies are placed on your computer or mobile device. You also may choose to opt out of use of data that CBS-authorized third party service providers or CBS collects about your visits to CBS business partners' websites that may be used to deliver advertisements tailored to your interests. You may withdraw your consent to your personal information being used and/or shared for the following secondary purposes:
- 5.2.1** To communicate with you for the purposes of providing you with advertising and marketing messages pertaining to additional products or services that may be of interest to you; and
  - 5.2.2** To personalize our advertisements to ensure that such advertisements are of relevance for you.

## 6 Access

If you choose to share contact information with us, you may have the opportunity to update that information on a CBS service. You also may update or amend your information by contacting us. If you ask CBS to shut down your account or delete your information, CBS will disable your account within a reasonable period of time. Please note that CBS may need to retain some information about you in order to satisfy CBS' legal and security obligations. For example, some of your information may remain in back-up storage even if you ask CBS to delete it. In some cases, you may be entitled under local laws to access or object to the processing of information that CBS holds relating to you.

## 7 Protection of Information

CBS is committed to protecting your information. CBS has adopted commercially reasonable technical, administrative, and physical procedures to help protect your information from loss, misuse, unauthorized access, and alteration. Please note that no data transmission or storage can be guaranteed to be 100% secure. CBS wants you to feel confident using the Online Auditions but CBS cannot ensure or warrant the security of any information you transmit to us.

## 8 Storage and Processing of Information

Your personal information may be transferred to, processed and/or stored in a foreign jurisdiction outside of the jurisdiction in which it was originally collected. As a result, your personal information may be subject to the laws of such foreign jurisdiction and may be accessible without notice to you by the courts, law enforcement and national security authorities of such foreign jurisdiction.

## 9 California Visitors

- 9.1 California Consumer Privacy Act.** If you are a California resident, you have specific privacy rights governed by the California Consumer Privacy Act (CCPA). These rights include:

- 9.1.1 Right to Know.** You have the right to request a report showing the Personal Information collected, shared, and sold about you in the past 12 months.
- 9.1.2 Right to Opt-Out of Sale of Your Data.** You have the right to opt-out of the sale of your Personal Information to third parties.
- 9.1.3 Right to Deletion.** You have the right to request that we delete any Personal Information collected from you.
- 9.1.4 Right to Non-Discrimination.** CBS shall not discriminate against you based on your exercise of any of the above rights.

- 9.1.5** CBS may require additional information to verify your identity or to verify that your authorized agent has the authority to make the request on your behalf before responding to a CCPA rights request. We will respond to your request within 45 days if possible and required under the law. For further information about your California Privacy Rights, please visit <https://ca.privacy.cbs/>.
- 9.2** **“Shine the Light” and “Eraser” Laws.** Residents of the State of California may request a list of all third parties to which the Platform has disclosed certain information during the preceding year for the third parties' direct marketing purposes. If you are a California resident and would like such a list, please contact us. If you are a California resident under the age of eighteen (18), and a registered user of any website where this policy is posted, you may request removal of content or information you have publicly posted. Please be aware that such a request does not ensure complete or comprehensive removal of the content or information you posted and there may be circumstances in which the law does not require or allow removal. CBS does not sell any Personal Information collected about you as a User to any third parties.
- 9.3** For all requests, you must put the statement "Your California Privacy Rights" in the subject field of your request and include the name of the CBS service with respect to which you are requesting the information. You must also include your full name, street address, city, state, and zip code. CBS will not accept requests via telephone, postal mail, or facsimile, and CBS is not responsible for notices that are not labeled or sent properly, or that do not have complete information. You may also fill out a contact form at <http://privacy.cbs/managemyrights>.

## **10 European Economic Area (EEA) Visitors**

- 10.1** If you are located in the European Economic Area (EEA), you have certain rights under the General Data Protection Regulation (GDPR). These rights include:
- 10.1.1 The right to object to CBS processing of your data.
- 10.1.2 The right to request that your information be erased or restricted from further use.
- 10.1.3 The right to request a copy of the information CBS holds about you.
- 10.1.4 The right to correct, amend or update information you have given CBS (where you have an account on the Platform you can also do this by logging in and updating your information).
- 10.1.5 The right to contact or submit a complaint to the EU supervisory authority regarding CBS privacy practices.
- 10.2** To exercise any of the above rights you may contact CBS at <http://privacy.cbs/managemyrights>. Please note that whilst CBS will carefully assess every request we receive, your rights may differ according to your place of residence and CBS may not always have a legal obligation to comply. When this happens, CBS will explain why. Please note that CBS does not engage in any automated decision-making about you.
- 10.3** Data that is collected from the EEA may be transferred to countries outside of the EEA that may not provide levels of protection for your Personal Information equivalent the protection provided by the laws of the European Union, including the United States. For the purposes of such cross-border data transfers and to protect your information, CBS has executed Standard Contractual Clauses between the Data Controller and all other Controllers and Processors with whom CBS may share Personal Information of data subjects located in the EEA.
- 10.4 Legal Basis for Processing.** CBS will only collect, store, or otherwise process Personal Information collected from you in the EEA in the following situations:
- 10.4.1 When CBS has your consent to do so. For example, if you opt in to receive promotional emails. You can withdraw your consent at any time as described below or directly through the Platform.
- 10.4.2 When CBS needs to use your Personal Information to perform its responsibilities related to the Online Auditions according to the contract with you (e.g., providing the services you have requested in accordance with the Terms of Use).
- 10.4.3 When CBS has a legitimate interest in processing your Personal Information. For example, CBS may process your Personal Information to communicate with you about CBS services; and to provide, secure, and improve the Platform. You have the right to object to our processing of your Personal Information that is based on CBS' legitimate interests.
- 10.4.4 When CBS is required by law to process the information.
- 10.5** If you have any questions or if you wish to make a complaint, you may contact CBS at <http://privacy.cbs/managemyrights>.

## **11 Data Retention**

CBS will only retain your information as long as necessary to achieve the purposes for which your data was collected as described in this Privacy Policy or further disclosed to you as part of the application process.

## **12 Privacy Protections for Children**

This Platform is intended for a general audience and do not knowingly collect or store contact information about children under the age of thirteen (13). This Platform may ask for your full date of birth date to ensure that they are not collecting information from children under thirteen (13) or to identify when additional steps may need to be taken when information has been collected from children under eighteen (18). If CBS has actual knowledge that it collects information from children or offers a service directed toward children as defined under applicable laws, it will comply with those laws.

## **13 Changes to This Privacy Policy**

CBS may update this Privacy Policy to reflect changes in its practices and service offerings. If CBS modifies this Privacy Policy, CBS will update the Effective Date and such changes will be effective upon posting. If CBS makes any material changes in the way CBS uses your information, CBS will notify you by email through the email address you most recently provided to CBS or by prominently posting a notice of the changes on this Platform.

## **14 Questions**

If you have questions regarding this Privacy Policy, please contact us and we will endeavor to respond to your request within a reasonable period of time. You may also submit questions or comments using the postal address listed below:

CBS Broadcasting Inc.  
Attn: Law Department  
1515 Broadway  
New York, NY 10036  
Email: [DMDesignatedAgent@cbs.com](mailto:DMDesignatedAgent@cbs.com)