

Privacy Policy

Effective Date: 12/05/2025

1. Introduction

This Privacy Policy outlines how **Noticed Moda Ltd** (trading as **Noticed Models**, "we", "us", or "our") collects, processes, stores, and protects your personal data in accordance with **Regulation (EU) 2016/679** (General Data Protection Regulation, or "GDPR").

We are committed to protecting your privacy and ensuring your data is used only as necessary to evaluate and manage potential or existing representation.

2. Data Controller Contact

Noticed Moda Ltd

VAT Number: MT22320119

3rd Floor, Navi Buildings, Pantar Road, Lija LJA2021, Malta

Email: info@noticedmodels.com

We do not currently appoint a Data Protection Officer (DPO), but all privacy queries are handled at the contact above.

3. Personal Data We Collect

We collect personal data exclusively through our application web form hosted on Mainboard.com. This includes:

- Full name and surname
- Email address
- Phone number
- Photographs

We do **not** collect any sensitive personal data, demographic profiling, or data about minors.

Children's Data: We do not knowingly collect or process data of individuals under 18. If data is submitted by a minor without verified parental consent, it will be deleted immediately.

4. How We Use Your Data

Purpose	Legal Basis (GDPR Article)
Evaluate model applications	Consent (Art. 6(1)(a))
Manage signed models and contracts	Contractual obligation (Art. 6(1)(b))
Communicate about application status/work	Legitimate interests (Art. 6(1)(f))
Share info with casting directors (contracted)	Contractual obligation (Art. 6(1)(b))

We use your data solely for recruitment and representation purposes. No data is used for marketing or newsletters.

5. Sharing of Data

We do **not publish personal data online**. We only share your information:

- With casting directors, clients, or industry professionals,
- **Only after** a representation agreement is signed,
- And **only when necessary** for legitimate modeling opportunities.

We do not sell or disclose your data for marketing or analytics purposes.

6. Hosting and Data Processors

All data is stored and processed through our trusted provider:

Mainboard LLC, who acts as our **data processor**, is fully GDPR-compliant and stores data within **EU regions** (Dublin, Frankfurt, London, Paris).

Mainboard uses **Standard Contractual Clauses (SCCs)** and industry-standard technical safeguards.

Learn more in [Mainboard's Data Processing Addendum](#).

7. Data Retention

- **Unsuccessful applicants:** Data is deleted **immediately** after evaluation.
 - **Former models:** Data is deleted **immediately** upon contract termination.
 - **Signed models:** Data is retained **only for the duration of representation**, as required to fulfill contractual obligations.
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8. Data Security

We and our partners implement strong technical and organizational measures to ensure data security:

- Secure, encrypted EU-based hosting
 - Access restrictions and user authentication
 - Regular audits and incident response measures
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9. Your Rights Under GDPR

You have the right to:

- Access your data (Art. 15)
- Correct or complete your data (Art. 16)
- Request deletion (Art. 17)
- Restrict processing (Art. 18)
- Receive your data in a portable format (Art. 20)
- Object to processing (Art. 21)
- Withdraw consent at any time (Art. 7.3)

To withdraw consent, email us at info@noticedmodels.com

We do not use automated decision-making or profiling as defined under Article 22 of the GDPR.

10. Supervisory Authority

If you believe your rights have been violated, you may lodge a complaint with:

Office of the Information and Data Protection Commissioner (IDPC), Malta

Website: <https://idpc.org.mt>

Email: idpc.info@idpc.org.mt

11. Changes to This Policy

We may update this Privacy Policy from time to time. All updates will be posted here, with a revised "Effective Date." We recommend reviewing this page periodically.

12. Contact Us

If you have any questions or would like to exercise your data rights, contact:

Noticed Moda Ltd

info@noticedmodels.com

3rd Floor, Navi Buildings, Pantar Road, Lija LJA2021, Malta