



Privacy Policy

A. Introduction

Sugar Mama Productions (Season 2) Inc. (SMP) and its parent (IndigeKin Productions Inc.), affiliates and subsidiaries (collectively, the “**SMP Companies**”, “**We**” “**Our**”) collect personal and contact information through voluntary submissions on our website and casting platform for The Sugar Mama TV series (the “**Program**”).

SMP Companies do not collect any personally identifiable information about you unless you voluntarily provide this information. For example, by submitting entries to casting calls, sending queries, comments or other feedback or otherwise as described in this Privacy Policy. Personal information collected in these cases may include your name, contact details, email address, telephone number, login information, photographs, addresses, and other information in any form however collected throughout the world which would be useful or necessary in the context in which it is provided (“**Personal Information**”).

B. Policy

SMP Companies are committed to protecting your privacy and using commercially reasonable measures to protect information from loss, theft, misuse and unauthorized access, disclosure, alteration, and destruction.

By accessing, visiting, or using our website or casting form on the Casting Crane platform (collectively, the “**Site**”), you expressly consent to our collection, storage, use and disclosure of your Personal Information, and you give SMP Companies your consent to share that Personal Information with third parties (for example, a broadcaster) when indicated that it may be so shared. Personal Information shall be retained only as long as it remains necessary or relevant for the identified purposes or as required by law. If you disagree with any terms in this Privacy Policy, you must not use the Site or casting form (discussed below).

Except as required or permitted by law, when disclosure is made to a party other than an SMP Company (for example, a broadcaster), reasonable steps shall be taken to ensure that any such third party has Personal Information privacy procedures and policies in place that are at least comparable to those implemented by SMP Companies. Personal Information provided to third parties may be used only for the purpose stipulated and is subject to strict terms of confidentiality.

C. Information Collected

If you apply to be cast in the Program, you will be required to provide us with information and a casting form as part of the application process. This information includes your first and last name, where you live, phone number, email address, and other information that is relevant for us to determine whether you are eligible to participate in the Program. Additionally, you will be asked to submit a photo and videos of yourself along with access to examples of your creative work (the “**Application Information**”). This is in addition to the Personal Information which we may automatically collect about you when you visit the Site pursuant to Section B.

D. Tracking & Cookies Data

SMP Companies may use cookies and similar tracking technologies to track your activity on the Site and hold certain information. Cookies are files with small amount of data which may include an anonymous

unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Site. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site. Examples of Cookies used by SMP Companies include:

- Session Cookies. Used to operate our Service.
- Preference Cookies. Used to remember your preferences and various settings.
- Security Cookies. Used for security purposes.

E. How We Use Personal Information and Application Information Collected

We may use Personal Information and Application Information: to contact and communicate with you and to respond to you; to provide you with information such as to send you electronic newsletters or to let you know about upcoming audition or casting opportunities; to enable you to participate in features such as to contact you in connection with your interview; to process your application on the Site, including verifying your information is active and valid; for internal business purposes; for providing, operating and improving the Site; for identifying, fixing, and troubleshooting bugs and service errors, providing software updates; for complying with applicable laws or responding to legal process (like requests from law enforcement or other public government authorities); for sending technical notes, updates and security alerts; for sending support and administrative messages; and for any and all other purposes disclosed at the time you provide your information or as otherwise set forth in this Privacy Policy.

We will disclose your information to third parties only on a need-to-know basis which may include SMP Companies' staff, contractors, distributors and others ("**Service Providers**") who provide certain services to us or on our behalf. These Service Providers will only have access to the information needed to perform functions on our behalf.

F. Security

We incorporate commercially reasonable safeguards to help protect and secure the Personal Information. However, no data transmission over the Internet, mobile networks, wireless transmission or electronic storage of information can be guaranteed to be 100% secure. Please note that we cannot ensure the security of any information you transmit to us, including Personal Information and Application Information, and you use our Site and provide us with your information at your own risk.

G. General

Unless authorization is obtained from you or as otherwise described herein, SMP Companies do not share, sell or rent any personal data with third parties.

Upon written request to info@sugarmama.tv with a subject line of "Delete / Change Personal Data", an SMP Company shall inform you of whether it holds Personal Information about you (except where permitted or required by law not to disclose Personal Information) and allow you to have that Personal Information changed or deleted at minimal or no cost. SMP Companies shall then promptly correct or complete any Personal Information found to be inaccurate or incomplete. Any unresolved differences as to the accuracy or completeness shall be noted in your file. Where appropriate, SMP Companies shall transmit to third parties having access to the Personal Information or Application Information in question any amended information or the existence of any unresolved differences. As much information as possible should be included in your written request. Only where reasonably possible will SMP Companies indicate the source of the Personal Information.

In certain situations, SMP Companies may not be able to provide access to all Personal Information held by it which relates to you. For example, SMP Companies are not required to provide access to information if doing so would likely reveal personal or private information about a third party or could reasonably be expected to threaten the life or security of another individual. Similarly, SMP Companies may not be required to provide access to information, if the information is protected by solicitor-client privilege, if the information was generated in the course of a formal dispute resolution process, or if the information was collected in relation to the investigation of a breach of an agreement or a contravention of federal or provincial law. If access to Personal Information cannot be provided, SMP Companies shall provide the reasons for denying access upon written request at the email described in the previous paragraph.

In providing an account of third parties to whom SMP Companies has disclosed Personal Information or Application Information about you, SMP Companies shall attempt to be as specific as possible. When it is not possible to provide a specific list of third parties, SMP Companies shall provide a general list of third parties to whom it may have disclosed Personal Information or Application Information about you.

Please note that your right to erasure (if applicable) may be limited if the data is necessary for compliance with a legal obligation or for the establishment, exercise or defense of legal claims. If we have asked for your consent to our processing of your Personal Information, you have the right to withdraw your consent at any time. You may at any time opt out of and/or unsubscribe from emails from SMP Companies or withdraw consent to Personal Information or Application Information storage by emailing the email address above. If you withdraw your consent, we will cease the processing of the Personal Information or Application Information for which you have withdrawn consent, unless we have a legal obligation to keep some or parts of your data. Please note the withdrawal of your consent does not affect the lawfulness of processing based on your consent before it was withdrawn.

To the extent any provision of this Privacy Policy is found by a competent tribunal to be invalid or unenforceable, such provision shall be severed to the extent necessary for the remainder to be valid and enforceable.

This Privacy Policy will be subject to and governed by the laws of the Province of Alberta and the laws of Canada applicable therein without regard for its conflicts of law principles that would require application of the laws of any different jurisdiction. Any dispute, controversy or claim arising out of or relating to this Privacy Policy, including the formation, interpretation, breach or termination thereof, including whether the claims asserted are arbitrable, will be settled by a court of competent jurisdiction in Moh'kins'tsis (Calgary), Alberta.

H. Policy Amendments

We reserve the right to change this Privacy Policy at any time. Any changes will be effective upon posting of the revised Privacy Policy to our Site. Your use of our Site indicates your consent to the Privacy Policy posted at the time of use. We will not use your previously collected personal information in a manner materially different than represented at the time it was collected without your consent.