

APL MODELS AMSTERDAM

Welcome to www.aplmodels.com (the "Website") operated by APL AGENCY. ("APL MODELS", "We" or "Us"). This Privacy Policy is intended to inform you about how your personally identifiable information ("Personal Information") and other information is collected and used by us in operating the Website.

How does the Website Work?

The Website offers anonymous browsers ("Visitors") the opportunity to learn more about us. Visitors have the opportunity to submit an application to us, through the Website, to try to become a model who is represented by APL MODELS ("Application"). By using the Website, you acknowledge your acceptance of this Privacy Policy and your consent to the collection, use, disclosure, management and storage of your Personal Information by APL MODELS as described herein. APL MODELS reserves the right to change, at any time, the handling practices for information we collect through the Website.

We will update this Privacy Policy to reflect any changes in our data collection and handling practices, and will indicate that changes to this Privacy Policy have been made by listing a new date under "Last Updated" at the end of this Privacy Policy. Such changes will take effect immediately once posted to the Website.

What type of Personal Information does APL MODELS collect and how do we use it?

APL MODELS does not require you to provide us with any Personal Information in order to browse the Website. APL MODELS does not collect Personal Information from individuals except when it is specifically and knowingly provided. For example, in order to submit an Application to APL MODELS, Registrants must provide us with certain Personal Information, including without limitation (1) a Registrant's name, address, telephone number and email address, (2) a detailed description of the Registrant's physical attributes, and photographs/videos of a Registrant ("Content"). All Personal Information that is collected is for a specified and legitimate purpose and is considered adequate, relevant and limited to what is necessary for such purpose.

Unless you provide your Personal Information to APL MODELS through the Website, we will not

collect any Personal Information from you. In the event you submit your Personal Information to us, we will use such Personal Information for internal purposes, for contacting you about events and media related to APL MODELS' activities and we may share such Personal Information with third parties who may contact you as well with news and offers. You may opt-out of such communications if they do not interest you. We may also release such Personal Information to third parties if we believe such release is necessary to comply with the law (e.g., a legal process or a statutory authorization), to apply or enforce our customer agreements, to protect our rights or property, if we reasonably believe that the physical safety of a person is threatened, or as part of a corporate reorganization, consolidation, merger, or sale of substantially all of the assets of APL MODELS.

Please keep in mind that, if you are accepted as a model by APL MODELS, portions of the Content contained in your Application may be made publicly viewable on the Website by us. Do not submit any Content to the Website that you are not authorized to distribute to the public or that you don't want others to see.

What other information does APL MODELS collect?

We also may collect anonymous and aggregate information from you about your preferences in navigating the Website by using cookies, action tags and other methods. Cookies are small text files that identify your computer. We may use cookies to, among other things, monitor Website usage, customize Website features, identify your computer's operating system and browser, and complete transactions. An action tag is a small, graphic image on a webpage that is designed to allow the website owner or a third party to monitor who is visiting a website by collecting the IP address of the computer to which the tag is sent, the URL of the webpage that the tag comes from and the time that such webpage was viewed. Tags may be associated with cookie information. We may also use such anonymous and aggregate information for promotional purposes.

If you do not want us to track such information about you, you can set your browser to warn you before accepting cookies and refuse cookies when your browser alerts you to their presence. You can also adjust the settings in your browser to refuse all cookies.

You can be assured that Personal Information collected through the Website is maintained in a manner consistent with current industry standards. Your Personal information is protected in several ways. We encrypt your Personal Information and thereby prevent unauthorized parties from viewing such information when it is transmitted to us. Unfortunately, no data transmission over the internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your Personal Information, you acknowledge that: (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity, and privacy of any and all information and data exchanged through the Website cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third party.

While we take reasonable efforts to protect Personal Information that you provide to us, we cannot guarantee that such information will not be lost, disclosed or accessed by accidental circumstances or by the unauthorized acts of others.

What other information does APL MODELS share?

We will not rent or sell your information to third parties without your consent, except as noted in this Privacy Policy. We may share your information as set forth above to providers that help us provide the services to you ("Service Providers"). Our Service Providers will be given access

to your information as is reasonably necessary to provide the service under reasonable confidentiality terms. We may remove parts of data that can identify you and share anonymized data with other parties. We may also combine your information with other information in a way that it is no longer associated with you and share that aggregated information.

We may access, preserve and share your information in response to a legal request (like a search warrant, court order or subpoena) if we have a good faith belief that the law requires us to do so. This may include responding to legal requests from jurisdictions outside of the Netherlands where we have a good faith belief that the response is required by law in that jurisdiction, affects users in that jurisdiction, and is consistent with internationally recognized standards. We may also access, preserve and share information when we have a good faith belief it is necessary to: detect, prevent and address fraud and other illegal activity; to protect ourselves, you and others, including as part of investigations; and to prevent death or imminent bodily harm. Information we receive about you may be accessed, processed and retained for an extended period of time when it is the subject of a legal request or obligation, governmental investigation, or investigations concerning possible violations of our terms or policies, or otherwise to prevent harm.

Legal Basis for processing personal information under the General Data Protection Regulation ("GDPR")

If you are located in the European Union ("EU") APL MODELS will only process your personal information when it has a lawful basis to do so.

All personal information that is processed is accurate based on what you have conveyed to us and will be kept up to date as we are informed of changes.

Your rights under the GDPR

Users residing in certain countries are afforded certain rights regarding their personal information under the GDPR. This includes the right to:

- request a copy of their personal data;
- request that their inaccurate personal data is corrected;
- request that their personal data is deleted and destroyed under certain circumstances;
- request that we restrict the processing of your personal information;
- withdraw your consent at any time where APL MODELS relies on your consent to process your personal information; and
- opt out of receiving electronic communications from us.

To exercise any of these rights, please email us at info@aplmodels.com. We may retain certain information as required by law or as necessary for our legitimate business purposes.

Does APL MODELS provide links to other websites?

APL MODELS may provide links to other websites or resources of possible interest to you. Because we have no control over unaffiliated websites to which we provide links, the collection and use of your Personal Information and other information by such websites shall be subject to the policies and procedures of such websites and not this Privacy Policy. APL MODELS is NOT responsible for the privacy practices or the content on any of these other websites, including any sites that may indicate a special relationship or "partnership" with APL MODELS. APL MODELS does not disclose unique identifiers to those responsible for the linked sites. The linked sites, however, may collect personal information from you when you link to their site. To ensure protection of your privacy, always review the privacy policies of the sites you visit.

Newsletters

APL MODELS may offer newsletters to share content information about this website with interested users. APL MODELS uses contact data from our newsletter subscriptions to send users the newsletters. On occasion APL MODELS may email customers promotional material from some of APL MODELS' sponsors, advertisers, or business partners. Users may cancel their free email newsletter subscriptions and other communications by following the simple instructions at the bottom of each newsletter or email, or by contacting this website.

What are our policies regarding children?

Registrants must be eighteen (18) years of age or older in order to independently submit an Application to us. Registrants may be under eighteen (18) years of age if their parent/legal guardian registers on their behalf.

Do we have a mechanism to address inquiries or complaints about the handling of information that we collect?

If you have questions or concerns about any of our information collection or handling practices, please contact us at info@aplmodels.com.

You may contact APL MODELS to ask if we are keeping Personal Information about you. If we have collected Personal Information about you, we will provide you with a readable copy of such Personal Information at no charge. Factual errors in your Personal Information, including out-of-date information, may be corrected by sending us a request that credibly shows our error.

You may request a Notice of Information-Sharing Disclosure which will identify the third parties with whom APL MODELS has shared the information we have collected from you. You may request or send the Notice of Information-Sharing Disclosure by writing us at info@aplmodels.com. We will respond to your request for a Notice of Information-Sharing Disclosure within thirty (30) days of receipt.

You may always opt-out of receiving communications from us. To remove any personal information from our database or to not receive future e-mail communications from APL MODELS, send an e-mail to info@aplmodels.com with the word "REMOVE" in the subject line.

APL MODELS may revise this Privacy Policy over time as new features are added to the Website or as Internet law and standards evolve. We will post those changes prominently but we recommend that you read this Privacy Policy each time you visit the Website. Changes will not apply retroactively to Personal Information that was collected before the changes to the Privacy Policy, except as may be required by law.