

Privacy Policy

Version 2026.1

Effective from: June 2026

1. Introduction

Little London Kids Ltd ("Little London Kids", "we", "our" or "us") is committed to protecting the privacy and personal information of the children and families we represent.

We recognise that we handle personal information relating to children and take our responsibilities seriously. This Privacy Policy explains what information we collect, why we collect it, how we use it and the rights you have under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Little London Kids Ltd is the Data Controller for the personal information covered by this Privacy Policy.

2. Information We Collect

Depending on your relationship with us, we may collect:

Parents and Legal Guardians

- Name
- Address
- Email address
- Telephone numbers
- Emergency contact details
- Payment information where required

Children

- Name
- Date of birth
- Gender
- Photographs
- Videos and Self-Tapes
- Height and clothing sizes
- Appearance details
- Skills and experience
- Availability
- School information where relevant

- Dietary requirements and allergies where relevant to an Assignment
 - Other information necessary to represent the Child professionally.
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3. How We Collect Information

We collect information when you:

- Submit an enquiry through our website.
- Apply for representation.
- Register your Child with Little London Kids.
- Update your Child's Profile.
- Contact us by email or telephone.
- Accept castings, Self-Tapes or Assignments.
- Provide information needed for Child Performance Licences or bookings.

Website enquiries are retained only for as long as reasonably necessary to respond to your enquiry unless representation proceeds.

4. How We Use Your Information

We use personal information to:

- Assess applications for representation.
- Create and maintain the Child's Profile.
- Submit the Child to Clients.
- Arrange castings, Self-Tapes and Assignments.
- Obtain Child Performance Licences where required.
- Process payments.
- Communicate with Parents.
- Promote the Child for suitable opportunities.
- Meet our legal and regulatory obligations.
- Protect the legitimate interests of Little London Kids Ltd.

We will only use personal information where there is a lawful basis for doing so under UK GDPR.

5. Sharing Information

We only share information where necessary.

This may include:

- Casting Directors
- Production Companies
- Advertising Agencies

- Broadcasters
- Photographers
- Film, television and theatre companies
- Child licensing authorities
- Professional advisers where required by law

Only information relevant to a particular Assignment will be shared.

We do not sell personal information to third parties.

6. Photographs, Videos and Self-Tapes

Photographs, videos and Self-Tapes form an essential part of the Child's representation.

They may be shared with Clients for the purpose of securing suitable work opportunities.

Where appropriate, photographs or details of work undertaken through the Agency may also appear on our website or social media channels to promote the Child and the Agency.

Where confidentiality agreements apply, these will always be respected.

7. Data Security

We take appropriate technical and organisational measures to protect personal information against unauthorised access, alteration, disclosure or loss.

Although no method of transmitting information over the internet can ever be guaranteed to be completely secure, we take reasonable steps to safeguard all information held by the Agency.

Parents are responsible for keeping login details and passwords confidential.

8. Data Retention

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected or to meet legal, accounting or regulatory obligations.

Following the end of representation, personal information will normally be retained for six years, unless a longer retention period is required by law.

After this period, information will be securely deleted or anonymised.

9. Your Rights

Under UK GDPR you have the right to:

- Request access to personal information held about you or your Child.
- Request correction of inaccurate information.
- Request erasure of information where appropriate.
- Request restriction of processing.
- Object to certain processing activities.
- Request transfer of your information where applicable.
- Withdraw consent where processing is based upon consent.

Some rights may be limited where we are required to retain information by law or where another lawful basis applies.

10. Cookies

Our website may use essential cookies necessary for the operation of the website.

If we introduce optional analytics or marketing cookies in the future, visitors will be provided with appropriate choices in accordance with applicable law.

11. Marketing Communications

Parents may receive emails or text messages relating to representation, castings, Self-Tapes, Assignments, Agency news and other information relevant to the Child's representation.

These communications form part of the Agency's representation service.

Parents may opt out of general marketing communications at any time. However, important communications relating to representation and bookings cannot be opted out of while the Child remains represented by the Agency.

12. Contacting Us

If you have any questions about this Privacy Policy or how Little London Kids Ltd processes personal information, please contact us using the contact details published on our website.

If you remain dissatisfied, you have the right to lodge a complaint with the Information Commissioner's Office (ICO).

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