

BAYWATCH OPEN CASTING CALL: REGISTRATION WEBSITE PRIVACY POLICY

Effective January 9, 2026

1. Introduction

This website ("Site") is operated by Cast It Reach on behalf of FremantleMedia North America, Inc. ("FMNA") and Baywatch, Inc. ("Baywatch"), to gather online registrations ("Services") for a casting event in connection with Season 1 of the television program currently entitled BAYWATCH®.

The Site and the Services (as further defined below) are for a general audience and are not targeted to children. Site operators do not knowingly collect personal information from children under 14 years of age.

This Privacy Policy applies to all "users," including both those who use some of the Services without being registered or subscribing to Services and those who have subscribed to one or more Service(s), and/or have registered with the Site to create a profile and/or upload a headshot and/or an online registration (each, a "Registrar"). This Privacy Policy describes the collection and use of users' personal information (e.g., information that identifies a specific person, such as full name or email address) where that information is not otherwise publicly available on the Services. We also provide information on the Site's privacy settings and describe generally the practices for handling non-personally identifiable information (e.g., interests, demographics and site usage) to the extent such information is associated with a particular user or user account.

2. Submission and collection of information on the services

User Submitted Information

"Registration Information" is the information that Registrars must provide at registration in order to create a profile, upload a headshot and/or otherwise communicate in connection with the online registration(s) (also called an "Account"), such as display name, email address, and confirmation that Registrar is over 18 years old.

Third Party Information and Content. If you access the Site or Services through a third-party connection or log-in, your user submitted information may also include your user ID and/or user name associated with that third-party service, any information/content you have permitted the third party to share with the Services, and any information you have made public in connection with that third-party service (collectively, "Third Party Information and Content"). Third Party Information and Content obtained in this manner will be governed by this Privacy Policy.

Site-collected Information

Site Activity Information. When users access the Site or Services, certain non-personally identifiable information may be collected by Cast It Reach about those

visits. For example, in order to permit your connection to the Site, Cast It Reach servers receive and record information about your computer and browser, including potentially your IP address, browser type, and other software or hardware information. If you access the Site from a mobile or other device, a unique device identifier will be assigned to that device or other transactional information for that device in order to serve content to it. Cookies and other tracking technologies (including browser cookies, pixels, beacons, and Adobe Flash technology including cookies), which are comprised of small bits of data that often include an anonymous unique identifier, may also be used to identify you. Websites send this data to your browser when you first request a web page and then store the data on your computer so the website can access information when you make subsequent requests for pages from that site. Acting on behalf of FMNA and/or Baywatch, Cast It Reach may also use cookies and similar tools to relate your use of the Site to personal information obtained from you or a reputable third party.

Third parties that support the Site by serving advertisements or providing services, such as allowing users to share content or tracking aggregate site usage statistics, may also use these technologies to collect similar information. We do not control these third-party technologies and their use is governed by the privacy policies of third parties using such technologies. For more information about third-party ad networks that use these technologies, see www.aboutads.info.

Most browsers are initially set to accept cookies, but you can change your settings to notify you when a cookie is being set or updated, or to block cookies altogether. Please consult the "Help" section of your browser for more information (e.g., <http://windows.microsoft.com/en-US/windows-vista/Block-or-allow-cookies>). Please note that by blocking any or all cookies you may not have access to certain features or personalization available through the Site.

Third Parties. To improve the quality of the Site, third parties may supplement the information collected as a result of the Services.

3. Notice & Choice

Means of Notice and Choice. This Privacy Policy and your privacy settings are the primary means by which you will receive information about collection and use of your personal information. Your personal information will not be used in a manner different from what is described in this Privacy Policy without your permission.

Privacy Policy Changes. FMNA, Baywatch, and/or Cast It Reach may modify this Privacy Policy as necessary. If any material changes are made that expand rights to use your personal information, you will receive a notice, and your consent will be requested. In the event the last email address you provided as a result of signing up for the Service is not valid or is not capable of delivering the notice to you, dispatch of an email containing the notice to that e-mail address shall nonetheless constitute effective notice.

Location of Data. The Site is hosted in the United States. If you are a user located outside the United States, you understand and consent to having any personal information you provide transferred to, processed and stored in the United States and

other countries where data protection and other privacy laws may not offer the same level of protection as those in your jurisdiction, such as the European Union. This includes the use of cookies and other tracking technologies as described above. As a result, please read this Privacy Policy with care.

Linked Websites or Services. The Services may also be linked to sites or services operated by FMNA, Baywatch, Fox Entertainment and/or Fox Broadcasting Company, LLC (together, "FOX"), and/or the affiliates of any of the foregoing ("Affiliated Companies") or third parties, and they may carry advertisements or offer content, functionality, games, newsletters, contests or sweepstakes or applications developed and maintained by third parties, including the online store. We are not responsible for the privacy practices of any such third parties, and once you leave the Site via a link, enable a third-party service, or click an advertisement, you should check the applicable privacy policy of the third-party site.

4. Use and Disclosure

Information Made Public Through Use of the Site and User Privacy Settings

Your information will not be made publicly available through the Service, and will only be visible to individuals at Cast It Reach, FMNA, Baywatch, and Fox Entertainment and/or Fox Broadcasting Company, LLC (together, "FOX") affiliated with the online registration program.

Third Party Information and Content may be publicly available according to the permissions you grant to the Site, the applicable policies of the third party and the terms and conditions and/or terms of use for the Site.

Site's Use and Disclosure of Information

Your non-public personal information will only be shared with non-affiliated third parties when Cast It Reach, FMNA, Baywatch, or FOX believe sharing is permitted by you or authorized by this Privacy Policy. In addition, your Registration Information and Third Party Information and Content may be shared with Affiliated Companies.

The information collected from you will be used for the following purposes:

To provide and manage the Services. Your data will be used to provide the Services, facilitate the online registration process, to measure and improve those Services and features, and/or to message you about relevant products and services. Aggregated, anonymous data about use of and activity on the Services may be used to assist us in improving the Services and/or Site, and such data is not subject to this Privacy Policy.

To allow third-parties and service providers to assist in providing and managing the Services. Cast It Reach may share your non-public personal information with certain business entities that we work with, for example, in connection with the casting and production of Baywatch, such as broadcasters, casting directors, and consultants. We also may make your non-public personal information available to certain third-party

service providers, such as contractors, agents, or sponsors, who help manage or provide the Services, for example: developing or supporting products and features; conducting email marketing on behalf of Cast It Reach; or assisting with the administration of the online registration program. 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 the Services.

To contact you. FMNA, FOX, and/or Baywatch may periodically send promotional materials (e.g., newsletters) or notifications to the email address provided at registration or to your account. If you want to stop receiving promotional materials, follow the unsubscribe instructions at the bottom of each email. There are certain service notification emails that you may not opt-out of as long as you are a Registrar, such as notifications of changes to the Site or policies.

To protect the rights of Cast It Reach, FMNA, FOX, and/or Baywatch. There may be instances when Cast It Reach, FMNA, FOX, and/or Baywatch may disclose user information without providing notice or choice, including situations where there is a good-faith belief that such disclosure is necessary in order to: (i) protect or defend the legal rights or property of Cast It Reach, FMNA, Baywatch, FOX, Affiliated Companies or their employees, agents and contractors (including enforcement of any agreements); (ii) protect the safety and security of users of the Site or Registrars of the public; (iii) protect against fraud or for risk management purposes; or (iv) comply with the law or legal process.

To complete a merger or sale of assets or stock. If any part of Cast It Reach, FMNA, FOX and/or Baywatch is sold, transferred or merged with another entity, your information may be transferred to the party or parties involved in the transaction as part of that transaction.

5. Security

The Site uses reasonable administrative, technical, personnel, and physical measures to safeguard user information in its possession against loss, theft and unauthorized use, disclosure, or modification.

6. ACCESS, REMEDIES AND COMPLIANCE

User Control and Account Cancellation.

You may unsubscribe to any newsletters to which you have opted in by clicking the link at the bottom of the newsletter e-mail or writing to the Privacy Officer (see contact information in "Contact Us" below). If you no longer want to use the Services, you may cancel your account by emailing baywatchcastingcall@gmail.com with the subject line "Cancel Account" and requesting the cancellation of your Site Account. Remember that even after you cancel your account, copies of some information from your account may remain viewable in some circumstances. Backup information related to your account may be stored on Cast It Reach servers for some time after cancelation for fraud

detection or to comply with applicable law or Cast It Reach internal security policies. Because of the nature of caching technology, your account may not be instantly inaccessible to others, and there may be a delay in the removal of the content from elsewhere on the Internet and from search engines.

7. Contact Us

If you have questions about this Privacy Policy, please contact the Site at:

baywatchcastingcall@gmail.com

2900 West Alameda Ave Suite 800

Burbank, CA 91505

Attn.: Business & Legal Affairs, Baywatch

Your California Privacy Rights. California Civil Code Section 1798.83 permits users who are California residents to request certain information regarding the disclosure of personal information to third parties for direct marketing purposes. To make such a request, please send a request to the contact information above.

Use of this site is subject to the [terms and conditions](#)

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<https://us.castitreach.com/a/fmnabw/bwoc/welcome>

FremantleMedia North America, Inc./Baywatch, Inc. is an equal opportunity employer and does not unlawfully discriminate on any protected basis, including disability. As such, FMNA/Baywatch will make applicable sessions accessible to people with disabilities in alignment with applicable state law and the Americans with Disabilities Act of 1990 (ADA).