

# **Recruitment Privacy Notice**

## **Scope of this Privacy Notice**

Bauer Media Outdoor provide out of home (OOH) advertising services, including poster and digital advertising on street furniture, such as bus shelters and phone kiosks, digital billboards and free-standing digital panels located in retail centres, entertainment venues and transport hubs.

Individuals whose personal data is processed have a right to be informed about the collection and use of their personal data. This is a key transparency requirement under data protection legislation.

This Privacy Notice applies to the processing of personal data in Bauer Media Outdoor when individuals apply for a job or other role with Bauer Media Outdoor and the rights that you have in connection with that information.

This Privacy Notice applies to applicants. The term “applicants” is used in this Privacy Notice to refer to anyone who applies for a job role, a placement scheme, or otherwise seeks to carry out work with or for Bauer Media Outdoor (whether on a permanent or non-permanent basis).

Bauer Media Outdoor process Personal Data for other purposes where different Privacy Notices will apply. If Bauer Media Outdoor use personal data for any purposes not set out in this Privacy Notice, individuals will be informed when personal data is collected.

## **Who are Bauer Media Outdoor and how can you contact us?**

When we refer to Bauer Media Outdoor in this Privacy Notice, we mean the various affiliated and subsidiary companies of Bauer Media Outdoor International Limited (trading as Bauer Media Outdoor) whose registered office is 33 Golden Square, London W1F 9JT, United Kingdom. Bauer Media Outdoor is a group of affiliated companies and part of Bauer Media Group.

Each of the Bauer Media Outdoor companies that are part of Bauer Media Outdoor International Limited is an independent data controller for personal data processed to carry out its business, operational and group management activities, including recruitment activities.

For any questions about how companies in the Bauer Media Outdoor group process personal data or any queries about information in this Privacy Notice you can contact our Data Protection Officer (DPO) at [dpo@bauermediaoutdoor.com](mailto:dpo@bauermediaoutdoor.com)

## What data do Bauer Media Outdoor process and where do we get it from?

Bauer Media Outdoor process personal data when applicants apply for a job or other role with Bauer Media Outdoor. Information is collected from applicants directly; some information will be collected automatically when you visit the recruitment section of the applicable Bauer Media Outdoor website or platform and as part of the application process information may be collected from other sources.

### Information collected from applicants

The types of information collected and processed when you apply for a role with Bauer Media Outdoor may include (but is not limited to) some or all of the following:

- Identification information and contact details including name, address, national identifiers such as national ID, passport, social security number)
- Employment history
- Background information – such as qualifications, education, details included in any CV or resume
- Details of nominated referees
- Details of immigration/visa status
- Other information individuals voluntarily provide through the process including through assessment centres/exercises and interviews.

### Information collected automatically

Individuals can visit the recruitment section the of the applicable Bauer Media Outdoor website or platform and search for jobs without providing personal information. However, some data collected through websites is collected automatically. When individuals visit a Bauer Media Outdoor website or app certain personal data may be collected automatically from your device. this may include information like IP address, device type, unique device identification number, browser type, broad geographic location, (e.g., country or city level location)and other technical information. Bauer Media Outdoor may also collect information about how your device has interacted with our websites including the

pages accessed and links clicked. For further information please see the privacy notice that applies to the use of the website.

### **Information collected from other sources**

Information may include (but is not limited to) some or all the following:

- References provided by referees
- Other background information provided by training or certification providers
- Information provided by background checking agencies and other external database holders (for example credit reference agencies etc)
- Information provided by recruitment or executive search agencies
- Information collected from publicly available sources, including any social media platforms and other information available online.

In each case where permissible and in accordance with applicable law.

## **Why do Bauer Media Outdoor process personal data?**

Bauer Media Outdoor process this data primarily for recruitment purposes to assess skills, qualifications and backgrounds for a particular role and to generally manage the hiring process and communicate with applicants about it.

If an applicant is accepted for a role at Bauer Media Outdoor, the information collected during the recruitment process will form part of the individual's HR record and will be processed in accordance with the Bauer Media Outdoor Employee Privacy Notice.

If an applicant is not successful information will be deleted in accordance with the Bauer Media Outdoor data retention policy. At the request of the applicant, information may be retained for a longer period so that the applicant can be considered for other suitable openings in future.

## **What is the legal basis for processing Personal Data?**

Data Protection law means that every organisation must have a lawful ground or reason for processing any personal data about an individual.

The legal basis for processing personal information as part of the recruitment process is:

### **Legitimate Interest**

Personal Data can be used based on legitimate interests where the benefits of doing it are not outweighed by the interests or fundamental rights or freedoms of individuals. Bauer Media Outdoor rely on the ground of legitimate interest for the recruitment purposes:

- To assess skills, qualifications and backgrounds for a particular role and to generally manage the hiring process and communicate with applicants about it.
- Where personal data has been made public by the applicant
- For reporting and analytical purposes to enable us to improve our services and provide appropriate levels of support to our applicants.
- To manage the security of our sites, networks and systems and to operate our business
- To personalise experiences on websites and apps so that services can be tailored to individuals.
- To maintain our records and other administrative purposes, including record keeping and general administrative purposes, including for business transactions (including M&A), to include information sharing with potential transactional partners or other third parties in connection with the consideration, negotiation or completion of a transaction in which Bauer Media Outdoor are acquired by or merged with another company or there is a sale, liquidation or transfer all or a portion of assets including any bankruptcy or corporate reorganisation.
- To resolve complaints or disputes
- To improve data accuracy and completeness.
- To protect the rights and interests of Bauer Media Outdoor, our employees, applicants and others as required and permitted by applicable law.
- When we process personal data under legitimate interest, we carry out an assessment to consider individuals rights under data protection laws. The assessment is part of a process to embed data protection by design and by default to understand the potential privacy risks and put in place mitigations in place to minimise the risks. A key objective is to assess how data is collected and ensure that only data necessary for the purpose is processed. All processing is subject to security controls to ensure that Personal Data is adequately protected.

### **Contractual obligations**

- Personal data may be processed to take steps prior to entering into an employment contract where applicants are considered for employment.

#### **Compliance with law**

- Information including personal data may be processed to comply with applicable immigration and or employment laws and regulations.

## **Use of Automated Decision Making and profiling in the Recruitment process**

Bauer Media Outdoor does not make recruitment decisions based solely on automated decision-making. We sometimes use technology to help review applications, to make our process faster and help us identify candidates more efficiently, however, in our recruitment process there is always human involvement to review any decisions and applicants can ask for further information about any decision-making processes related to the application process.

## **Who do Bauer Media Outdoor share Personal Data with and why?**

Personal data is shared with individuals and organisations who need to handle it so that Bauer Media Outdoor can support its recruitment activities. Bauer Media Outdoor take steps to allow access to personal data limited to when access is required to perform identified tasks and duties and to third parties who have a legitimate purpose for accessing it. Where a third party is granted access to personal data appropriate measures are put in place to ensure that the security and confidentiality of the information is maintained.

It is shared with:

- Bauer Media Outdoor business partners so that Bauer Media Outdoor services can be provided.
- Bauer Media Outdoor group companies who may manage or support some parts of the services;
- Service providers, including suppliers, resellers, distributors and agents we have engaged to support our business who receive or have access Bauer

Media Outdoor systems and data as part of providing services. These Bauer Media Outdoor group companies and service providers may be located overseas.

## **Transfer of personal data overseas**

Bauer Media Outdoor are a group of companies located mainly in the UK and European Economic Area and as such any personal data will usually remain within the UK or the European Economic Area. Bauer Media Outdoor group companies and service providers who may support these services also operate elsewhere, in and outside the European Economic Area, so data may be accessed from and transferred to these locations as well. Where data is transferred overseas, we will ensure that any personal data is adequately protected. There are different ways that this can be achieved, for example where it is transferred to a country which has been approved by the European authorities as having adequate protection in place or by putting contracts in place that has been approved by the European commission with the recipient of the personal data that provides a suitable level of protection.

## **How long do we keep your personal data for?**

Bauer Media Outdoor keep personal data for as long as there is a continuing need to do so and in accordance with the Bauer Media Outdoor data retention and destruction policy. Data that is no longer required will be securely disposed of.

Information may be retained to comply with our legal obligations, resolve any disputes and enforce our rights. These reasons can vary and will depend on the type of data processed, so the amount of time we may keep personal data may vary.

## **Your rights in relation to the personal data we hold**

Data protection laws give individuals a number of rights in relation to personal data. These include:

- Right of access – see what information we hold about you
- Right to rectification – correct any information you think is wrong
- Right to object – ask us to stop using your data
- Right to be informed– understand what happens to your personal data
- Right to restrict processing – change how your data is used
- Right of portability– move your data
- Rights in relation to automated decision making and profiling
- Right to erasure or right to be forgotten

Bauer Media Outdoor will consider all data subjects requests individually and, on a case-by-case basis. Not all the rights listed above apply to the data processed by Bauer Media Outdoor for its business and operational activities including recruitment activities.

To exercise any of these rights, or to find out if they apply or if you require further information on your rights or our use of your Personal Data, please contact us at [dpo@bauermediaoutdoor.com](mailto:dpo@bauermediaoutdoor.com).

## How do Bauer Media Outdoor keep your personal data secure?

Bauer Media Outdoor use a variety of the latest technologies and organisational measures to protect data from unauthorised access, destruction, use or disclosure.

Bauer Media Outdoor have an information security framework based on internationally recognised standards of security. The cyber security measures protecting data include appropriate technical and organisational measures aligned to ISO 27k requirements. Bauer Media Outdoor have a dedicated cyber security investigations team who safeguard Bauer Media Outdoor key assets and systems.

## Contacting our Data Protection Officer

If you have any questions, concerns or issues about the way we are handling your personal data or want to exercise any of your data subject rights (or find out if they apply) please contact our DPO by email [dpo@bauermediaoutdoor.com](mailto:dpo@bauermediaoutdoor.com).

If you would prefer to contract us by post, please address this to The Data Protection Officer c/o Bauer Media Outdoor International Limited, 33 Golden Square, London W1F 9JT, United Kingdom

## Supervisory authority

Having contacted Bauer Media Outdoor if you are still unhappy with any aspect of how we handle your personal data you have the legal right to lodge a complaint with the supervisory authority of the relevant Bauer Media Outdoor entity that is the data controller for personal data processed to carry out its business, operational and group management activities, including recruitment activities. Each of the Bauer Media Outdoor companies is an independent data controller for personal data processed to carry out its business, operational and group management activities, including recruitment activities.

Information Commissioners Office(ICO) the supervisory authority that regulates handling of personal data in theUK is the supervisory authority for Bauer Media Outdoor International Limited. You can contact them by going to their website at [www.ico.org.uk](http://www.ico.org.uk).

## Changes to this Privacy Notice

Bauer Media Outdoor may update this Privacy Notice from time to time and ideally you should check it regularly for updates.

Last updated – July 2025