FHM Cover Search Privacy Notice

Effective date: November 10, 2026
Website: https://contest.fhm.com

This Privacy Notice explains how personal information is collected, used and shared through FHM Cover Search, including its website, contestant portal, voting, digital-content purchases and accounts (the "Services"). Personal information means information that identifies you or can reasonably be linked to you.

DHS Media Group (Pty) Ltd ("Sponsor") is the business and controller responsible for personal information collected through the Services. Suroh Group LLC d/b/a Slate Contests ("Slate") owns the underlying technology and operates the contest website and platform as Sponsor's service provider and processor. Slate processes personal information only on Sponsor's documented instructions for contest administration, except that Slate is the merchant of record for payments and maintains payment, chargeback and tax records as an independent business under the Slate Contests Privacy Policy at https://www.slatecontests.com/privacy. Sponsor is responsible for the Services' business purposes and the disclosures described in this Notice; Slate performs platform, contest-administration, support and advertising-measurement activities on Sponsor's behalf.

References to the "Privacy Policy" in the Official Rules and Terms of Use mean this Notice.
Contestants must meet the eligibility requirements in the Official Rules and provide their birth month and year (and day, if needed) during registration. This is used to confirm eligibility, to verify it again for finalists and winners, and to keep contest records, including a record of entries that are refused. Voters and purchasers, including guest purchasers and individuals casting free votes, must be at least 18 years old and have reached the age of majority where they live, as required by the Terms of Use. The Services do not knowingly collect personal information from children under 13. Contact editor@fhm.com to report that a minor may have provided personal information.

Information Collected

Personal information is collected when you register, maintain a profile, vote, purchase a digital-content package, submit content, select preferences or contact support. The categories collected through the Services include:
Account and contact information: name, phone number, email address, account identifiers, birth month and year (and day, if needed) and preferences. Contestant email addresses and voter names and phone numbers are optional where the Services identify them as optional.
Submitted content: profile and gallery photos, biographies, social media handles or links, profile-question answers, updates, comments and, where offered, task submissions, including proof screenshots. Where the Official Rules provide for it, contest organizers and judges may review the public content on social media accounts you link.

Participation and transaction records: votes, free votes, task activity where offered, contest records, purchase amounts and currency, payment status, transaction identifiers, purchaser email addresses and support correspondence.
Consent records: opt-in status for each channel, consent timestamp, IP address or device information, source URL or form ID, consent-language version and method, and withdrawal status.
Stripe, a payment service provider, processes payments. Slate's platform does not receive or store full card numbers or security codes. See Stripe's Privacy Policy at https://stripe.com/privacy for information about its practices.
Slate and its service providers automatically collect device and activity information, including IP addresses, browser and device details, referring pages, pages visited, browser and session identifiers, errors and performance measurements. Payment and analytics providers supply related transaction and activity information. Some of this information is shared with Meta for advertising measurement, as described in "Advertising and Meta."
Sponsor, with Slate's assistance, collects from finalists and winners identity, age and residency verification information, including government identification where required, tax information such as an SSN or TIN for prize reporting, prize-claim documents and releases, and travel details where a prize includes travel. This sensitive information is used only for verification, prize administration and legal compliance, and not to infer characteristics. Winners engaged for further work with Sponsor may receive a separate Sponsor privacy notice.
Background checks may be conducted as described in the Official Rules only after a separate disclosure and written authorization as required by the Fair Credit Reporting Act and applicable state law.

How Sponsor and Slate Use and Share Information

Slate administers and operates the contest and site on Sponsor's behalf, including registration, voting, payment administration, content moderation, communications, support, fraud prevention, vote-integrity measures, advertising measurement and dispute handling, in each case on Sponsor's documented instructions. Sponsor is the business and controller: it determines the purposes of collecting and using personal information, approves the contest rules, consent language and communications, makes sponsor decisions and fulfills prizes.
Sponsor may use contestant names, likenesses, biographies and submitted content for competition and Sponsor-brand publicity, including promotion of future competitions, as described in the Official Rules and permitted by law. Competition results and winner information may also be published as described in the Rules. Private contact information and proof-only screenshots are not publicity content.
Authorized Slate and Sponsor personnel and service providers may access personal information only as needed for contest administration, support, communications, security, payment, analytics or other approved Services. Access to nonpublic contestant contact information is restricted by role.
Records provided to Sponsor. During and after the contest, Slate provides contest records to Sponsor on request for all participants, whether or not they opt into Sponsor marketing. These records may include (in each case to the extent supplied by a participant) email address, name, phone number, verification status, IP address, timestamps, the consent records described above, and vote and purchase records. For contestants, the records may also include contact and eligibility information, profile content, votes and other contest records. Sponsor uses these records to administer and report on the Competition, verify

participation, prevent fraud, respond to inquiries and meet legal obligations. Sponsor is responsible for the records it receives. Voters who do not opt in to Sponsor marketing are not subscribed.
Sponsor sends marketing emails to contestants who provide an email address and to voters who separately opt in, through Sponsor's marketing service providers. Each email includes an unsubscribe link.
Public content. Contestant names, profile photos, biographies, social links, profile-question answers and updates are public, as are published purchaser comments and any supplied name. The Services do not publish the phone number or email address collected for an account. Information included in public content may nevertheless be visible to others. Proof screenshots are not added to galleries.
The first gallery photo is public. Where gallery content is available, a digital-content package purchase includes an emailed access link to the remaining approved photos. Anyone with the link can view and save them. Contest completion or removal from voting does not itself end access. Others may retain saved copies after content or profile deletion.
Service providers. Sponsor and Slate share information with service providers supporting hosting, storage, authentication, payments, communications, analytics, security and content moderation, including automated moderation of profile and gallery photos, and AI tools that power the contest's AI assistant and help draft contest communications. Those providers may process information only to provide the contracted Services and subject to applicable privacy restrictions, except that payment processors such as Stripe may also process payment information under their own privacy policies.
AI assistant. Mia, the contest's AI assistant, is not a person, and her replies are automated. If you chat or text with Mia, Slate stores your messages, any photos you send and related details such as timestamps; the website chat and texts are one conversation. Photos you send Mia may be added to your profile or gallery. Slate and Sponsor may review conversations for support and to enforce the Official Rules. Please do not send sensitive information such as ID numbers or payment details. Replying STOP also stops Mia's texts.
Other disclosures. Sponsor or Slate may disclose relevant information to comply with law, investigate misuse, protect rights and safety, address legal claims, or respond to regulators. Information may also be disclosed in connection with a merger, acquisition or transfer of the Services, subject to applicable privacy requirements.
Neither Sponsor nor Slate sells contest data for money or uses it to train artificial intelligence models. Slate shares limited contest data with Meta on Sponsor's behalf to measure the Competition's ads, as described in "Advertising and Meta" below.

Cookies and Analytics

On pages operated by Slate, Slate uses cookies and local storage to maintain sign-in sessions, associate visits with campaign links and understand how visitors use the Services. Analytics services help improve website performance, and security tools help detect automated or abusive voting activity. Visitors in the European Economic Area, the United Kingdom and Switzerland are asked before analytics or advertising cookies are used, and until they choose, only essential cookies are set.
Analytics information may include website activity, IP addresses and browser identifiers and may be associated with an email address, voter account or purchases. Slate-operated contest pages do not use session recording. Contest pages use Meta advertising technologies (the Meta Pixel and Conversions API) to measure the Competition's ads, as described in "Advertising and Meta" below.
If the contest is presented within or linked from Sponsor websites, Sponsor's cookie and tracker practices and opt-outs apply to those pages.

You can manage cookies and local storage on Slate-operated pages through the “Cookie preferences” link in the footer of every contest page or through your browser settings. Restricting them may affect certain features and does not necessarily stop all information collection.

Advertising and Meta. Slate runs the Competition’s ads on Meta on Sponsor’s behalf. To measure those ads, Slate shares with Meta Platforms, Inc. your IP address, browser and device details, a Meta browser cookie ID, a contest account ID and contest activity such as registration, entry and purchase events. Visitors in the European Economic Area, the United Kingdom and Switzerland are asked first, and nothing is shared unless they allow advertising cookies. Other visitors can turn advertising off at any time under “Cookie preferences” or with a Global Privacy Control signal. This sharing is carried out on Sponsor’s behalf, and Sponsor is responsible for it as the controller. Meta’s own use is governed by Meta’s privacy policy.

Communications and Your Choices

Sponsor and Slate use contact information for verification, receipts, gallery access, support and contest administration. You can update available account details and communication preferences in the Services’ settings or contact the appropriate support channel for help. Transactional, account, support and other messages needed to complete a transaction or administer the Services may be sent to you, but they contain no marketing.

The Services present a separate, optional and unchecked consent choice for Sponsor marketing emails. By checking the email consent box, you agree that DHS Media Group (Pty) Ltd and its affiliates may send marketing emails through Sponsor’s marketing service providers. Email consent is not a condition of entry, voting, purchase or account creation, and voters who do not opt in are not subscribed. You may unsubscribe through the link in any Sponsor marketing email or by contacting Sponsor at editor@fhm.com. Unsubscribe requests are honored within the time required by applicable law.

Contestant phone numbers are used to send Competition text messages (SMS, MMS or iMessage) from Slate on Sponsor’s behalf, as described in the SMS Terms in the Terms of Use. These messages include verification codes, entry status, participation updates and reminders, results, and finalist, winner or prize notices, and replies from Mia, the contest’s AI assistant, and do not include marketing. Completing one-time text-message verification is required to register. Reply STOP to any message to stop Competition text messages. Stopping texts does not withdraw an entry, and Competition notices remain available on the contestant dashboard. Reply HELP for help or contact support@slatecontests.com. Message frequency varies. Message and data rates may apply. Entering or verifying a phone number does not enroll you in text message marketing. No mobile information will be shared with third parties or affiliates for marketing or promotional purposes.

Retention and Security

Sponsor and Slate retain personal information during the contest period and for a limited period afterward based on the purposes for collection and the nature and sensitivity of the information. Retention may be necessary for disputes, refunds, chargebacks, payment reconciliation, prize administration, tax reporting, security, legal claims and other legal or regulatory requirements. Slate keeps payment, chargeback and tax records under the Slate Contests Privacy Policy. Consent records are retained for at least five years. Records are kept only as long as needed for these purposes or as required by law.

Removing an entry from voting or ending the competition does not itself delete an account or its content. Verification information, including any background-check information, is deleted after prize administration unless applicable law requires retention.
Sponsor and Slate use account authentication, role-based access restrictions and reasonable administrative, technical and physical safeguards for nonpublic information. No method of internet transmission or storage guarantees complete security. If a breach affects personal information, Sponsor will provide legally required notices with Slate's assistance.

Your Privacy Rights

Depending on your location and applicable law, you may have rights to know or access personal information, obtain a copy, correct inaccuracies, request deletion, withdraw consent or object to certain processing. Applicable rights may also include opting out of sale, sharing or targeted advertising, limiting certain uses of sensitive personal information, and appealing a denied request. Conditions and exceptions apply. Sponsor will not discriminate against you for exercising protected rights.
Send privacy requests and appeals to Sponsor at editor@fhm.com. You can also opt out of sale, sharing or targeted advertising on contest pages through "Cookie preferences." During the Competition, Slate helps Sponsor respond to requests about information on the contest platform, and requests sent to support@slatecontests.com or privacy@slatecontests.com are forwarded to Sponsor. Requests about payment, chargeback or tax records that Slate keeps as an independent business are handled by Slate under the Slate Contests Privacy Policy. Requests are answered within the time required by applicable law. You do not need to create an account to submit a privacy request.
California residents may have the right to know the categories and specific pieces of personal information collected; request deletion; correct inaccurate information; opt out of sale or sharing; limit the use or disclosure of sensitive personal information; and receive equal treatment. Sponsor does not sell contest personal information for money. Disclosures to Meta for advertising described in this Notice may be considered "sharing" (or "targeted advertising") under the CCPA and other state privacy laws. You can opt out as described in this Notice. Contest pages treat Global Privacy Control signals as a request to opt out of sharing. Sponsor may verify requests to know, access, correct or delete information using up to three data points reasonably related to the request. Requests to opt out of sale or sharing do not require identity verification. An authorized agent must provide written permission from the consumer and may be subject to the same verification requirements.
Residents of states that provide an appeal right may appeal a denied privacy request by emailing editor@fhm.com.
International. Personal information is processed in the United States, and contest records provided to Sponsor may be transferred to South Africa, where Sponsor is based. Contestants must be U.S. residents. Voters may participate from outside the United States. For individuals in the European Economic Area, the United Kingdom or Switzerland, Sponsor relies on the following legal bases: performance of a contract (to run the Competition and complete purchases), legitimate interests (such as fraud prevention and vote integrity), consent (such as for marketing and non-essential cookies) and compliance with legal obligations. Information transferred to the United States is protected by appropriate safeguards where required. You may also have the right to lodge a complaint with your local data protection authority.

Changes and Contact Information

Sponsor may update this Notice and will identify the revised effective date. Sponsor will provide additional notice or obtain consent where required by applicable law.
For questions about this Notice or requests concerning personal information, contact Sponsor at editor@fhm.com. Contact support@slatecontests.com only for account access or purchase help.