Mid Atlantic
FILMS

Public Communication Policy

10th April, 2026

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PURPOSE AND SCOPE

This Policy sets out the principles and rules governing all internal and external communications related to Mid Atlantic Films and its productions.

Its purpose is to ensure:

- legal and regulatory compliance,
- protection of confidential and personal information,
- consistency of corporate messaging and brand integrity,
- respect for privacy, safety, and contractual obligations.

This Public Communication Policy applies to all contracted subcontractors, cast and crew members, interns and any third parties engaged by Mid Atlantic Films or its affiliated production entities.

GENERAL PRINCIPLES

All communication related to Mid Atlantic Films or any of its productions must be:

- accurate and professional,
- respectful and non-discriminatory,
- compliant with applicable Hungarian and EU laws,
- consistent with Mid Atlantic Films' other professional policies and contractual obligations.

No communication may jeopardize the safety of individuals, the integrity of a production or the legal or commercial interests of the Mid Atlantic Films, its affiliated production entities and its productions.

SOCIAL MEDIA AND DIGITAL COMMUNICATION

Unless expressly authorized in writing by the production's Production or Marketing Department, the following are strictly prohibited:

- posting or sharing behind-the-scenes content,
- publishing photos, videos, scripts, call sheets, or unannounced casting information,
- live streaming from set or production-related locations,
- use of geotagging or real-time location sharing connected to a production,
- use of drones or any aerial recording devices,
- recording or sharing content involving minors,

- recording or sharing content related to medical situations, injuries, or emergencies,
- publishing unauthorized professional content of any sort.

All personal social media activity must respect confidentiality, privacy rights and safety considerations. Violations may result in disciplinary action and contractual consequences.

PRESS, MEDIA AND PUBLIC STATEMENTS

All press, media or public communications relating to Mid Atlantic Films, its affiliated production entities or its productions require prior approval.

Only individuals formally designated by Mid Atlantic Films or its productions may:

- act as spokespersons,
- provide statements,
- give interviews,
- respond to media inquiries,
- represent the company or its production publicly.

Unauthorized statements, interviews, or representations are strictly prohibited.

PRIVACY AND CONFIDENTIALITY

All individuals must respect:

- the privacy of cast, crew and third parties,
- confidential production information,
- creative materials, scripts, locations, schedules, and business arrangements,
- aspects of professional content of any sort.

No confidential, personal or professional information may be disclosed without proper authorization.

For detailed obligations, this Public Communication Policy must be read together with the Confidentiality Policy, NDA obligations, and applicable data protection laws, including GDPR and Hungarian data protection regulations.

PROFESSIONAL REFERENCE AND PORTFOLIO USE

Crew members and subcontractors engaged by Mid Atlantic Films or its affiliated production entities may retain copies of written or visual recordings of their own professional performance created in connection with its productions strictly for professional reference purposes.

Such materials may not be published, distributed or otherwise made publicly available in any form, including but not limited to social media, online platforms, websites or promotional channels, prior to the official public release or premiere of the production.

Following production's official release or premiere, limited excerpts of such reference materials may be used for self-promotional purposes including professional portfolios), provided that:

- the use is accurate and does not misrepresent the production or the crew member's / subcontractors' role,
- no confidential, sensitive or unreleased content is disclosed beyond what has been made publicly available,
- all applicable confidentiality, contractual and data protection obligations are complied with,
- any applicable crediting, branding or usage guidelines communicated by Mid Atlantic Films or the production are complied with.

Mid Atlantic Films, its affiliated production entities and its productions reserve the right to require the removal or modification of any such use deemed inappropriate, misleading or detrimental.

RESPECTFUL COMMUNICATION

Mid Atlantic Films is committed to maintaining a respectful, inclusive and professional communication environment.

Discriminatory language, harassment, hate speech, intimidation, or any form of abusive communication is prohibited in all communication channels, whether internal or external.

ENFORCEMENT AND CONSEQUENCES

Breaches of this Policy may result in:

- disciplinary measures,
- contractual sanctions,
- termination of engagement,
- potential legal consequences.

This Public Communication Policy does not limit any rights or obligations arising under applicable law or contractual agreements.

POLICY REVIEW

This Public Communication Policy may be updated from time to time to reflect changes in law, industry standards or corporate practices.