

MEDIA FILM SERVICE (PTY) LTD (“MEDIA FILM SERVICE”) PRIVACY POLICY

1.1 By using Media Film Service (“we/us/our”) services or contracting with us in the future, you consent to us collecting, processing, and disclosing the Personal Information (as defined in the Protection of Personal Information Act 4 of 2013) you submit to us on the terms set out below.

1.2 Media Film Service’s registration number is 2002/010200/07.

1.3 Information we collect

1.3.1 Any Personal Information we collect is used to provide you with a beneficial, personalised and meaningful service. The kind of information we may collect if you contract with us includes, but is not limited to, the following categories of Personal Information, depending on the nature of the services that we provide to you or the nature of the contract you may enter into with us in the future, or services that you may request that we provide you on an ad hoc basis:

1.3.1.1 Registration information: You may be asked for basic registration information, such as a cellphone number and your full name.

1.3.1.2 Other information: We may request or receive other Personal Information such as feedback, questions, comments, suggestions, or ideas to provide you with other benefits or to improve upon the service. In such instances, you will be given the opportunity to provide or decline that information.

1.4 How we use the information we collect

1.4.1 We shall use your Personal Information to, in the most minimalistic manner possible fulfil contractual terms:

1.4.1.1 fulfil your requests;

1.4.1.2 respond to your inquiries;

1.4.1.3 analyse the contractual obligations within the confines of the contract.

1.4.1.4 alert you to software compatibility issues and to improve our platform and web design and functionality.

- 1.4.1.5 deliver to you any administrative notices or alerts and communications relevant to your use of the contract within the confines of the contract, of which you may opt out of.
- 1.4.1.6 offer you other products, programs, or services that we believe may be of interest to you.
- 1.4.1.7 perform market research, project planning, product development, troubleshooting problems, analysis of user behaviour, marketing and promotions;
- 1.4.1.8 detect and protect against errors, fraud, or other criminal activity;
- 1.4.1.9 enforce the terms within the confines of the contract.

1.5 **How we disclose Personal Information**

- 1.5.1 We will not sell, publish, or share your Personal Information with third parties for their marketing purposes.
- 1.5.2 We may share your Personal Information with other third parties with your consent or instructions to do so, or where it is lawful or to make the contractual services promised available to you.
- 1.5.3 You have the right to access any of your Personal Information in our possession at any time and you may require us to correct any incorrect information we may have.
- 1.5.4 At all times, your Personal Information will be processed in the most minimalistic manner possible and with due regard to the intended purpose of the information being shared and the intention of the Protection of Personal Information Act 4 of 2013.
- 1.5.5 We may transfer your Personal Information to third parties for the purpose of you using the services seamlessly; for example, to our third party payment vendors for the purposes of facilitating payment.

1.6 **Security of Personal Information**

- 1.6.1 We use technical and administrative security measures such as but not limited to firewalls, encryption techniques, and authentication procedures, among others, to maintain the security of your Personal Information.
- 1.6.2 We receive Personal Information from you in the provision of a contract or service that may be provided to you in future. While we make every effort to protect such Personal Information, it is possible for internet-based communications to be intercepted.

Without the use of encryption, the internet is not a secure medium and privacy cannot be guaranteed. We will not be responsible for any damages suffered by you or any third party or Additional Users as a result of the transmission of Personal Information through the internet or for any errors or changes made to any transmitted information.

1.6.3 Your Personal Information is stored in accordance with high standards of security that are at least, or higher than the standards of what is accepted within the media industry for storage of data of this nature.

1.7 **Newsletters, summaries and notifications**

1.7.1 We may send periodic service related alerts, weekly summaries, notifications, newsletters, promotions, or other information via email or SMS. You may choose to stop receiving alerts, summaries, newsletters and promotions by indicating your preference in your account profile or settings. Please note that certain service related messages that we send are necessary for the proper functioning and use of the Service and you may not have the ability to opt-out of those messages.

1.8 **Third party offers, advertisements, and data collection**

1.8.1 We may use third party service providers to help us analyse certain online activities. For example, these service providers may help us measure the performance of our online promotions or analyse the service and/or platform activity. We may permit these service providers to use cookies and similar technologies to perform these services. We do not share any Personal Information about our customers with these third party service providers, and these service providers do not collect such information on our behalf.

1.9 **Complaints**

1.9.1 If you think that we are processing your Personal Information in an unlawful or unfair manner, we invite you to first contact us to attempt to resolve the matter.

1.9.2 Media Film Service's information Officer can be contacted at info@emediaholdings.co.za.

1.10 **Changes to this Policy**

1.10.1 We may update or amend this privacy policy periodically and in our sole discretion.