

MEDIAMARK PRIVACY POLICY

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A person using Mediamark documents or data accepts the risks of:

- a) *Using the documents or data in hard copy version without requesting and checking them for accuracy against the original electronic published document.*
- b) *Uncontrolled if printed.*
- c) *Using the documents or data for any purpose not agreed to in writing by Mediamark.*

1. GENERAL INFORMATION

1.1. Introduction

Thank you for your interest in our website and our online services. Protecting customers'/visitors'/users' data and using it only in the way our customers/visitors/users expect from us is our highest priority. Thus, the following Policy is designed to inform you about the processing of your Personal Information and your rights regarding this processing according to the Protection of Personal Information Act No. 4 of 2013 ("POPI") and other data protection laws including the General Data Protection Regulation ("GDPR") where applicable.

1.2. Responsible Party

We, the Mediamark are the Responsible Party according to POPIA and therefore responsible for the data processing explained herein.

1.3. Information Officer

You can contact our Information Officer at any time by using the following contact details:

Address: 38 Homestead Road Rivonia 2128

Phone: 011-235 7600

e-mail: lwando.shode@mediamark.co.za.

2. PROCESSING OF PERSONAL DATA DURING YOUR USE OF OUR WEBSITE

Your visit to our website and/or use of our online services will be logged. The IP address currently used by your device, date and time, the browser type and operating system of your device, the pages accessed, and additional data may be recorded. This data is collected for the purposes of optimising and improving our website as well as our online services. The processing is legally based on legitimate interest as it is in our legitimate interest to protect our website and to improve the quality of our services. Additionally, your Personal Information is only stored if you provide it to us on your own account, e.g., as part of a registration, a survey, an online application or for online purchase (performance of a contract). We have taken appropriate measures to ensure that the data provided to us during the registration is adequately protected. These measures include, but are not limited to, radius access control, internal audit etc.

2.1. Contact Form

You can use the contact form on our website <https://mediamark.co.za/#contact> to contact us for any request. The Personal Information that you filled out into the contact form will only be processed for answering your request. Filling in and submitting the contact form constitutes an affirmative action by which you have given your consent to the data processing.

2.2. Cookies

To make your visit to our website more pleasant and to enable the use of certain functions, we may use “cookies” on various pages. Cookies are small text files that are stored on your terminal device. Some of the cookies we use are deleted after the end of the browser session. Other cookies remain on your device and enable us or our partner companies to recognise your browser on your next visit. You can set your browser in such a way that you are informed about the setting of cookies separately and decide individually about their acceptance or exclude the acceptance of cookies for certain cases or generally. For more information, see the help function of your Internet browser. If cookies are not accepted, the functionality of our website may be limited.

To find out more about how we use cookies you can access our “Cookie Policy” on the Mediamark website <https://www.mediamark.co.za/privacy-policies/>.

2.3. Data Recipients

We may use third party service providers to process your Personal Information. These service providers may be in or outside of South Africa or in countries within and outside the European Union (EU) and the European Economic Area (EEA). We ensure that these service providers process Personal Information in accordance with European data protection guidelines or legislation to guarantee an adequate data protection level, even if Personal Information is transferred into a country outside the EEA for which no adequacy decision of the EU Commission exists. Transfers of Personal Information to other recipients is not performed, except where we are obliged to do so by law. For more information about appropriate safeguards for the international data transfer or a copy of them, please contact our Information Officer.

2.4. Retention Period

Personal Information provided to us via our website will only be stored until the purpose for which it was processed has been fulfilled. Insofar as retention periods under commercial and tax law must be observed, the storage period for certain data can be up to 5 years. However, storage periods may also be amended due to our legitimate interest (e.g., to guarantee data security, to prevent misuse or to prosecute criminal offenders).

3. Social Media

Our website includes links to external resources as well as social media networks (such as Facebook, LinkedIn, Twitter and Instagram). While visiting or sharing content through these third-party platforms, you are subject to their privacy policies and Mediamark is not responsible for measures taken by these external services.

4. YOUR RIGHTS

As a Data Subject, you can contact our Information Officer at any time with a notification under the contact information mentioned above under clause 1.3 to make use of your rights. These rights are the following:

- The right to receive information about the data processing and a copy of the processed data.
- The right to demand the rectification of inaccurate data or the completion of incomplete data.
- The right to demand the erasure of Personal Information.
- The right to demand the restriction of the data processing.
- The right to receive the Personal Information concerning the Data Subject in a structured, commonly used, and machine-readable format and to request the transmittance of these data to another controller.
- The right to object to the data processing.
- The right to withdraw a given consent at any time to stop data processing that is based on your consent.
- The right to file a complaint with the competent IRSA supervisory authority: [Contact Us | IRSA \(justice.gov.za\)](#)

5. VALIDITY AND DOCUMENT MANAGEMENT

This document is valid as of 1 July 2021.