

**MY SAY PRIVACY AND SECURITY POLICY:****1 INTRODUCTION**

- 1.1 Media24 Magazines is committed to protecting your personal information when you agree to become a member of the MySay Media24 Insight Community. Media24 Magazines has to take all reasonable steps to protect your personal information. This Privacy Policy relates to our specific use of any personal information you provide to us through <https://www.media24mysay.co.za> ("the Website").
- 1.2 This privacy and security policy ("**this Policy**") explains how we protect and use your Personal Information.
- 1.3 "**Personal Information**" for purposes of this Policy means any information that is recognised as such under South African law and includes, but is not limited to, any information which identifies you, such as your name, address, contact numbers, email address, user names,.
- 1.4 All definitions contained in the Terms also apply to this Policy, unless the context indicates otherwise.

**2 INFORMATION WE COLLECT**

- 2.1 We collect certain information that personally identifies you ("personal information") when you:
- 2.1.1 register as a panel member to the Website to receive software, data, services or products
  - 2.1.2 submit responses to questions posed by us, or
  - 2.1.3 submit a specific enquiry to us in respect of which you would like us to answer you.
- 2.2 In your use of the Service Channels and Services, we may collect and store the following Personal Information:
- 2.2.1 name, address, email address, physical contact information and financial information (such as credit card or bank account numbers);
  - 2.2.2 community discussions, chats, correspondence through the Service Channels, and correspondence with us;
  - 2.2.3 website connection information, statistics on page views, traffic to and from the Service Channels, IP address and standard web log information; and/or

- 2.2.4 additional information we may ask you to submit to authenticate yourself (for example to answer additional questions in order to verify your identity).

### 3 HOW WE USE PERSONAL INFORMATION

- 3.1 At the outset we would like to give you the comfort that you will always own your Personal Information and that we do not sell your Personal Information to anyone, for any reason, at any time.

- 3.2 We use and disclose your Personal Information only as follows:

- 3.2.1 to analyse website and service usage and to improve the Service;
- 3.2.2 to deliver to you any administrative notices, alerts and communications relevant to your use of the Service;
- 3.2.3 to enable us to process, validate and verify requests;
- 3.2.4 for market research, project planning, troubleshooting problems, detecting and protecting against error, fraud or other criminal activity;
- 3.2.5 by disclosing your Personal Information to third party service providers appointed by us in order to enable us to provide the Services to you, and who are bound by these same privacy restrictions; and/or
- 3.2.6 as otherwise set forth in this Policy.

- 3.3 In addition, we may disclose Personal Information to law enforcement, other government officials, or other third parties as we, in our sole discretion, believe necessary or appropriate in connection with an investigation of fraud, intellectual property infringements, or other activity that is illegal or may expose us to legal liability, or in connection with a merger, consolidation, or sale of our assets.

## 4 OPT OUT

You are entitled to opt out of any disclosure of your personal information to a third party or use of your personal information for a purpose incompatible with the purpose for which it was originally collected or subsequently authorized by you by emailing us at support@media24mysay.co.za.

## 5 COOKIES

5.1 We automatically collect information and data through the use of Cookies.

5.2 "**Cookies**" are small text files a website can use to recognise repeat users, facilitate the users' on going access to and use of the Service Channels and allow a website to track usage behaviour and compile aggregate data that will allow content improvements and targeted advertising.

5.3 We may use Cookies and log information to:

5.3.1 remember information so that you will not have to re-enter it during your visit or the next time you visit the Service Channels;

5.3.2 provide custom, personalized content and information;

5.3.3 monitor the effectiveness of our marketing campaigns; and/or

5.3.4 monitor aggregate metrics such as total number of visitors, pages viewed, etc.

## 6 SECURITY

6.1 We take reasonable technical, administrative and physical steps to protect against unauthorized access to and disclosure of Personal Information.

6.2 We use a combination of firewall barriers, encryption techniques and authentication procedures, among others, to maintain the security of your online session and to protect Media24 Magazines accounts and systems from unauthorized access.

6.3 Our databases are protected from general personnel access both physically and logically. Only authorised staff with official passwords has access to our databases. We encrypt

your Password so that your Password cannot be recovered, even by us. All backup drives and tapes also are encrypted.

- 6.4 Strong encryption technologies are used to help safeguard corporate and client data. All data transfers and work is handled through HTTP connections over SSLv3 128bit key strength.

## 7 LINKS TO OTHER WEBSITES

We may make content from third party websites available to you from links located on our own website. These websites are not subject to this privacy and security policy. We recommend that you review the privacy and security policy of each such website to determine how that website protects your privacy.

## 8 POLICY MODIFICATIONS

We may change this privacy and security policy from time to time and we will post any changes on the Service Channels.

## 9 COMMENTS AND QUESTIONS.

If you have any questions, comments or concerns about our privacy and security policy, you may contact us at [support@media24mysay.co.za](mailto:support@media24mysay.co.za)