



Website Privacy Notice for the Engage Video Group

Introduction

This Privacy Notice explains how the Engage Video Group (Pty) Ltd processes your personal information on our website www.engagevideogroup.com as well as our various social media platforms including but not limited to:

- “Our Foodies of SA Facebook page and Foodies of SA Instagram page”
- “Our Foodies of America Facebook page”
- “Our Foodies of Canada Facebook page”
- “Our Foodies of the UK Facebook page”
- “Our Foodies of Australia Facebook page”
- “Our Foodies of Kenya Facebook page”
- “Our Foodies of Nigeria Facebook page”
- “Our Home Fitness Facebook page”
- “Our Great Stuff to Know Facebook page”
- “Our Awesome DIY Projects Facebook page”
- “Our Coffee Tribe South Africa Facebook page”
- “Tiktok”
- “Youtube Channels”
- “Instagram”
- “Pinterest”
- All social platforms associated with the following categories:
 - Food – Foodies of South Africa
 - Beauty – Beauty Base
 - DIY
 - Travel



in accordance with the requirements of Data Protection legislation. We are committed to protecting your privacy and ensure that your personal information is processed properly, lawfully, and transparently.

The Privacy Notice describes the type of personal information we collect, the purposes for which it is used, your rights regarding personal information about you, security measures and how you can review, object, and correct your personal information held by us.

We encourage all persons to read the Privacy Notice. By using our website or submitting personal information to the Engage Video Group by any other means, you acknowledge that you consent, understand, and agree to be bound by this Privacy Policy and the way the Engage Video Group processes personal information.

IF YOU DO NOT AGREE WITH ANY PART OF THIS PRIVACY NOTICE, PLEASE DO NOT USE ANY OF THE SERVICES.

If you would like to view our detailed Privacy Policy kindly request a copy from us at the details set out at the bottom of this notice.

What is Personal Information?

As per POPIA, **“Personal Information”** means information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person, including, but not limited to-

- (a) Information relating to the race, gender, sex, pregnancy, marital status, national, ethnic or social origin, colour, sexual orientation, age, physical or mental health, well-being, disability, religion, conscience, belief, culture, language and birth of the person;
- (b) Information relating to the education or the medical, financial, criminal or employment history of the person;
- (c) Any identifying number, symbol, e-mail address, physical address, telephone number, location information, online identifier or other particular assignment to the person;
- (d) The biometric information of the person;
- (e) The personal opinions, views or preferences of the person;
- (f) Correspondence sent by the person that is implicitly or explicitly of a private or confidential nature or further correspondence that would reveal the contents of the original correspondence;
- (g) The views or opinions of another individual about the person; and
- (h) The name of the person if it appears with other personal information relating to the person or if the disclosure of the name itself would reveal information about the person;

As per the GDPR and UK Data Protection Act, **“Personal Data”** means information relating to a natural person that can be identified or who are identifiable, directly from the information in question; or who can be indirectly identified from the information in combination with other information.

In short, personal information is any information that can be used to personally identify a natural or juristic person. If any information we collect can personally identify you or a juristic person, or you or a juristic person are reasonably identifiable from it, we will treat it a personal information.

In this Notice, **“Data Protection Legislation”** means all applicable legislation which relates to the protection of individuals with regards processing personal information, including the General Data Protection Regulation (EU) 2016, the UK Data Protection Act, 2018 and POPIA.



In this Notice, “Services” means all services offered and/or rendered by us from time to time to our customers and consumers, which includes providing, creating, curating and publication of educational and entertainment content on various formats (including audio, video and mixed media) on digital channels and social platforms; the collection, synthesis, analysis, aggregation and reporting of consumer and audience information relating to EVG content and channels for customers; marketing of customer product and brands through publication of content on various platforms and through various channels and ancillary services relating to these.

In this Notice, “Social Platforms” means but is not limited to Facebook; Instagram; Twitter; LinkedIn; Pinterest; Youtube; Snapchat; Tiktok; Blogs and Blog comments; mainstream news sources and forums.

What Personal Information Do We Collect?

Personal information that we collect when you visit our website may include but not be limited to:

| Contact Form | |
|---|-----------------------|
| Personal Information Collected | Voluntary or Required |
| Name | Required |
| Email Address | Required |
| Private and Confidential Information Relating to your Query | Required |

| Social Media Platforms |
|--|
| We also collect publicly available information, content, and communications that a data subject provides or shares on a public domain via a social media platform, blog, forum and/or news site. This can include a username, handle or other identifier and comments, expressions, opinions, and posts published under such username, handle, or other identifier, profile pictures, images or videos posted, approximate locations, non-private communications with other users on social platforms and/or any other information that is publicly posted on social platforms |

You are not required to provide all this information. However, if you choose not to, we may not be able to provide you the requested service or complete your transaction. If you provide us with personal information of third parties, please make sure that you are authorised to do so.

When you browse our website, we may also collect information about your computer and your visits to the Website such as your IP address, geographical location, browser type, computing device for example tablet, personal computer, smartphone, the website you came from, length of visit and number of page views. We use this information to better understand how visitors use our website and how they can be improved to better meet your needs, as well as to gauge interest in our products and services and to improve our security measures. When you click on a link in an email or submit a web form such as to request more information, we can link this data to your email address.

Special personal information is processed in accordance with the legal requirements relating to such information. If you submit to us any personal information relating to your:

- racial or ethnic origin;
- political beliefs;
- philosophical or religious beliefs;
- membership of a trade union or political party;
- health or sex life
- your criminal behaviour

It will be handled in accordance with the legal requirements. The information will only be collected and processed:

- with your consent.
- if the processing is necessary for the establishment, exercise, or defence of a right or obligation in law.
- the processing is necessary to comply with an obligation of international public law.
- If any of the authorisations set out in s28 – s33 of POPIA exist.

We will always ensure that the processing of special personal information is done in a way that does not adversely affect your privacy to a disproportionate extent.

We will not use or disclose special personal information for purposes other than those for which it was collected unless we subsequently receive your consent to use it for another purposes.

Sources of Personal Information Collected by EVG

Generally, the collection will occur when you submit a request on our website. By providing your personal information to us, either through our online submission form, or as an email or telephone enquiry, you will be deemed to have consented to your personal information being collected by us and used and disclosed in accordance with this Privacy Notice.

We also collect personal information you have made public from social media platforms and/or from third party suppliers such as blogs, forums and news sites who collect public online data.

We may also collect inferences about you from the personal information you make public as we may be able to determine certain information based on the information you place in the public domain. These inferences are drawn in two ways:

1. By using algorithms that analyse the data that you have posted on social platforms; and
2. Through manual analysis and modelling based on your observed engagement and interactions on social platforms

Whenever your personal information is collected by means of automated processing, we will take appropriate measures to protect your legitimate interests by:

- Providing you with an opportunity to make representations about any decision made on the basis of automated processing; and
- By providing you with sufficient information about the underlying logic of the automated processing of the information to enable you to make such representations



When you submit an enquiry or contact us on behalf of another person or persons, you confirm that you have obtained the consent of such person or persons for us to process such information in terms of this Privacy Notice. You further confirm that you have made the other person or persons aware of this Privacy Notice.

You must let us know immediately if you become aware that your personal information has been provided to us without your consent or if you did not obtain the consent of another person or persons to provide us with their personal information.

Why Do We Collect Your Personal Information?

Subject to the terms of this Privacy Notice, we will use your personal information only for the purposes for which it was collected and agreed with you.

- To conclude or perform in terms of a contract.
- To comply with an obligation imposed by law on us as the responsible party.
- To protect your legitimate interests
- To pursue our legitimate interests
- If you have consented to the processing

Note: Our legitimate interests for processing personal information are to provide a service to our customers, which includes providing technology and related services that empowers our customers to ensure their marketing efforts reach their target audiences with much greater accuracy and impact, and with objectives that may include improving that customer's own services or products to its end users. Our services allow our customers to reach a larger, more relevant, and a more engaged consumer audience, and to learn more about their competitors, and other information available on the internet that may be relevant to our customers. You can restrict access to such information through using the privacy settings available on the relevant social platforms at any time.

We will only process your personal information for lawful purposes, and it may be used for the following purposes:

- to administer a service to you
- to make an appointment to see us
- to provide you with advice
- to respond to your enquiries and/or requests

We strive to maintain the quality, accuracy, and completeness of your personal information which we process. The quality of personal information degrades over time, and you can assist us by contacting us if there are any changes to your personal information or if you become aware that we have inaccurate personal information of you. We will not be held responsible for any losses arising from poor quality personal information which is inaccurate or incomplete, that is provided to us by yourself or person acting on your behalf.



Disclosure of Personal Information to Third Parties

EVG does not (without your consent)

- sell, licence, or purchase any data obtained from social platforms.
- We will also not indirectly transfer and of your public social data to any ad network, data broker or other advertising or monetization-related service.
- Put your public social data in a search engine or directory, or include web search functionality on our applications on social platforms
- Prefill any content in captions, comments, messages, or the user message parameter of posts
- Proxy, request or collect your username or passwords for social platforms
- Transfer your public social data to a data broker or sell your public social data
- Share your user IDs for social platforms with service providers who build or run any of our applications

We will also not disclose any personal information without your consent unless we reasonably believe that the disclosure is required in terms of an obligation imposed by law, if it is necessary for the proper performance of a public law duty by a public body or to protect your legitimate interest or the legitimate interest of us or a third party (for example, to prevent a threat to your or another's health and safety).

Any third parties whom we share your personal information with to process such information on our behalf, are subject to data protection agreements or data protection notifications. These parties include our customers, internal third parties, content creation contractors, service providers, joint venture parties and analytics and search engine providers.

Processing the Information of Children

We do not generally process the personal information of children (natural person under the age of 18 for POPIA and natural person under the age of 18 for the GDPR).

We will only process the personal information of a child if the processing is –

- Carried out with the prior consent of a competent person (usually parent or guardian)
- Necessary for the establishment, exercise, or defence of a right or obligation in law
- Necessary to comply with an obligation of international public law.
- Of personal information which has been deliberately made public by the child with the consent of the competent person

If you are a competent person and are aware that your child or children have provided us with personal information, please contact us so that we may delete, de-identify or destroy the personal information. If we become aware that we have collected or processed the personal information of children without verification or the consent of a competent person, we will take steps to delete, de-identify or destroy the information.

Transborder Flow of Personal Information

In certain instances, we may disclose your personal information to third parties that are based in foreign countries.

The transfer of this information will only be completed if:

- the third party who is the recipient of the information is subject to a law, binding corporate rules or binding agreement which provide an adequate level of protection.
- You consent to such transfer.
- The transfer is necessary for the performance of a contract between you and us, or for the implementation of pre-contractual measures taken in response to a request from you.
- the transfer is necessary for the conclusion or performance of a contract concluded between us and the third party that is in your interest; or
- The transfer is for your benefit and
 - it is not reasonably practicable to obtain the consent of the data subject to that transfer; and
 - if it were reasonably practicable to obtain such consent, the data subject would be likely to give it.

Although we will take every precaution, it is possible that your personal information will be transferred to a third party in a foreign country that is in a jurisdiction where you will not be able to seek redress under POPIA and does not have an equivalent level of data protection as in your jurisdiction. We will not be held liable for how such third parties process your personal information.

Security

We are committed to protecting the security of personal information. While no security measures can guarantee against compromise, we use a variety of security technologies and procedures to help protect data from unauthorised access, use, or disclosure.

We hold your personal information in:

- Computer systems
- Electronic databases
- In hard copy or paper files

We have implemented and maintain appropriate technical and organisational measures to ensure a level of security appropriate to protect personal information and prevent:

- loss of, damage to or unauthorised destruction of personal information; and
- unlawful access to or processing of personal information.



Retention of Data

EVG will retain personal information only for as long as is necessary for the purposes set out in this Privacy Policy unless there is a valid technical, legal or business reason for it to be deleted, destroyed or de-identified.

We may keep some of your personal information:

- For as long as it is required by law
- If it is reasonably needed for lawful purposes related to our functions and activities; or
- If it is reasonably required for evidentiary purposes

Social Media Integrations

Our website uses social media features and widgets (such as “Like” and “Share” buttons/widgets). These are provided and operated by third parties and either hosted by a third party or hosted directly on our website.

These features may collect information such as the page you are visiting on our website, your IP address, and may set cookies to enable them to function correctly.

If you are logged into your account with the third party that provides the features, they may be able to link the information about your visit to and use of our website to the social media account you hold with them. They may also record your interactions with the features they provide on our website.

The third party may send us information in line with their policies and personal information you have chosen to make available to them, and we may share information with the third-party for the purposes of serving targeted to you via their social media platform.

Your interactions with the features are governed by the Privacy Policy of the third party providing them. If you wish to learn more about the data protection practices of third-party companies that provide these features, you must read their Privacy Policy.

Direct Marketing Communications

We may communicate with you using email and other channels as part of our effort to market our products or services, administer or improve our products or services, or for other reasons not stated in this Privacy Policy. You can withdraw consent to receive such direct marketing communications, as permitted in the legislation.

If you no longer wish to receive such correspondence, you may opt-out or UNSUBSCRIBE by clicking on the relevant link in any email communication you may have received. Further, you may express your communication preferences by:

- Contacting us by using the contact information in this Privacy Policy



Cookies, Device Data, and How it is Used

Cookies are small files that websites save to your hard disk or to your web browser's memory. A cookie contains limited information, usually a unique identifier and the name of the website. When you use our website, we may use them to track how many times you have visited the website, to track the number of visitors to the website, your activity within the website, unique identifiers associated with your device, to store data you provide and to store technical information related to interactions with the website. Please see our Cookie Policy for further information.

We may automatically collect the following information about your use of the website through cookies, web beacons, and other technologies:

- Domain name.
- Browser type and operating system.
- Web pages you view.
- Links you click.
- IP address.
- Length of time to visit the website.
- Referring URL or the webpage that led you to the website.

We may also use session cookies, which are deleted when you close your browser, to store your user identification, to facilitate your movement around the website and other information useful in administering the session.

You may modify your browser settings to decline cookies or to notify you when a cookie is being placed on your computer or device. If you choose not to accept cookies, you may not be able to experience all the features of our website.

Your Rights

The Right to be Notified

- You have the right to be notified when your personal information has been accessed or acquired by an unauthorised person.
- When this occurs, we will notify the Information Regulator and you of the breach as soon as reasonably possible after discovering the breach.
- This will be communicated to you in one of the following ways:
 - By mail (to last known address)
 - By email (to last known email address)
 - Placed in a prominent position on our website.
 - Published in the news or media.
 - As may be directed by the Information Regulator.

The Right to Establish Whether We Hold Your Personal Information and to Request Access to Such Information

- You have the right to be informed of whether we process personal information of you, receive a copy of such information and how we process your personal information.
- You can also request the above relating to any third parties.
- To do this, please use the contact details set out at the bottom of this Privacy Policy and specify what information you require.
- We will try and provide you with suitable means of accessing the requested information, where you are entitled to it.
- Note that you will be requested to provide identification before we can consider such requests.
- Requests for the personal information we hold will be done free of charge however a fee may apply for such information processed by third parties.
- There may be instances where we cannot grant access to your personal information. If we refuse access, we will give written reasons for the refusal.

The Right to Request Correction, Destruction or Deletion of Personal Information

- You may request us to correct or delete any information that is inaccurate, irrelevant, excessive, out of date, incomplete, misleading, or obtained illegally.
- If you believe that any personal information that we hold about you is excessive or has been unlawfully obtained or that we are no longer authorised to retain it, you may ask us to destroy or delete it.
- If we do not agree that there are grounds for action, you may ask us to add a note to the personal information stating that you disagree with it.
- We will require a copy of your identification document to confirm your identity before we will release this information.
- Once this is completed, we will notify you of such.

The Right to Object to Processing in Certain Circumstances

- You may object at any time to the processing of your personal information in the prescribed form on reasonable grounds to your situation unless legislation prohibits such objection.
- You can object to the processing of your personal information for the purposes of direct marketing at any time.

The Right to Submit a Complaint to the Information Regulator

- Any person may submit a complaint to the Information Regulator alleging interference with the protection of the personal information of a data subject.
- Interference with the protection of personal information means:
 - Any breach of the 8 conditions for the lawful processing of personal information
 - Non-compliance with section 22 (notification of security compromise), 55 (duty of confidentiality), 69 (direct marketing), 70 (directories), 71 (automated decision making) or 72 (transborder flow of information)
 - A breach of the provisions of a code of conduct.

The Right to Institute Civil Proceedings

- You (or the Information Regulator at the request of yourself) may institute civil proceedings for damages against you for a breach which you deem to be interference with the protection of your personal information.

The Right to Restrict the Processing of Personal Information

We will restrict the processing of Personal Information in the following circumstances:

- You have contested the accuracy of personal information, for a period which enables us to verify the accuracy of the information,
- The processing is unlawful, and you oppose the destruction or deletion and request us to restrict it instead.
- You have requested us to transmit the personal data into another automated processing system.

All requests must be made in the prescribed manner and form. The various forms are available from the Information Regulator.

Complaints to the Information Regulator

If you would like to make a complaint to the Information Regulator about the processing of your personal information, complete Form 5 available on the website of the Information Regulator. The Information Regulator’s details are as follows:

| | |
|---------------------|--|
| Physical Address | JD House, 27 Stiemans Street Braamfontein Johannesburg |
| Postal Address | Postal Address PO Box 31533 Braamfontein 2017 |
| Complaints | popiacomplaints@info regulator.org.za |
| General Information | enquiries@info regulator.org.za |

If you wish to complain and you are not based in South Africa, please contact your local data protection agency as well.



Links to Other Websites

Our website may contain links to other websites. Although we try to link only to websites that share our high standards and respect for privacy, we do not control and are not responsible for the content, security or privacy practices employed by other websites. You should review the Privacy Policies of those websites to determine how they protect and use personal information.

You hereby acknowledge and agree that EVG is not responsible for the privacy practices, data collection policies & procedures, or the content of such third-party sites, and you hereby release EVG from all claims arising out of or related to the privacy practices, data collection policies and procedures, and/or the content of such third-party sites.

Changes to this Privacy Policy

We may occasionally update this Privacy Policy. When we do, we will revise the “last updated” date as set out below. You should revisit this page periodically to become aware of the most recent amendments.

This Privacy Policy was last updated on 21 February 2022

Contact Us

If you have questions regarding this Privacy Policy or our handling of personal information, please contact us as follows:

Deputy Information Officer:

Bridget Lamont

Email: bridget@enagevideogroup.com

Telephone: 079 130 1152