

DATA PROTECTION & PRIVACY POLICY

LAST UPDATED: 1 February 2024

1. Introduction

- 1.1 At THE PODIUM PURSUIT COLLECTIVE (“PODIUM PURSUIT”) we know your privacy is a serious matter. We strive to ensure that our use of your personal data is lawful and reasonable, with the ultimate goal of improving our services and your viewing experience.
- 1.2 This Privacy Policy describes how your personal data is stored and / or processed at PODIUM PURSUIT when you use our websites, applications (including the PODIUM PURSUIT App and PODIUM PURSUIT Website), products, platforms and services to browse or to access content, including when you are not registered or signed in to our service. Here we also provide some ways for you to exercise control over your personal data, and to contact us if you have questions. The personal data will be processed by PODIUM PURSUIT in accordance with the requirements of the South African Protection of Personal Information Act 4 of 2013 (“POPI”)
- 1.3 PODIUM PURSUIT operates subject to laws of the Republic of South Africa and is the controller of personal data the processing of which is described in this Privacy Policy. PODIUM PURSUIT is a project within the PROTOUCH SPORTS (PTY) LIMITED Company.
- 1.4 We encourage you to read this policy completely so that you understand how we rely on personal data to create the best possible experience for you. We also use this policy to call your attention to the information about Cookies that help power our offerings from a technical perspective.
- 1.5 Should you have any questions regarding the processing of personal data by us, you can contact us at info@protouch.africa.
- 1.6 Unless stated otherwise, defined terms have the meaning given to them in the PODIUM PURSUIT Terms and Conditions - South Africa.

2. What personal data do we collect?

- 2.1 **Overview:** We may receive and collect personal data about you in several ways, whether we have asked for the information or not including when you download the PODIUM PURSUIT App on your device; you sign up to use PODIUM PURSUIT Platforms as a Subscriber , Register User and / or an Authorised User; you stream, download, access or make use of any PODIUM PURSUIT Service or Content (including when you decide on selection of Content), , you contact our support center, you participate in a marketing or promotion activity or you submit your personal data to us for any other reason. We may also receive personal data from third parties that have obtained it from you and that are permitted to share it with us. It does not apply to any other company or organization, including those whose digital services have links to PODIUM PURSUIT’s content or services. Third party services which have links to PODIUM PURSUIT’s content or services will govern the use of personal information you submit to them. This information may also be collected by cookies when you visit or use any of the platforms or PODIUM PURSUIT Portals within PODIUM PURSUIT’s stable of digital platforms. We do not accept any responsibility or liability for the privacy practices of such third-party digital services.
- 2.2 **Categories of personal data when you are signed in to PODIUM PURSUIT Service:** The categories of personal data of signed in users that we collect include:
 - 2.2.1 **Basic Account and Contact Information:** You may be required to provide an email address and password to create a PODIUM PURSUIT Account. PODIUM PURSUIT may also receive basic account information from third party sites, such as when you choose to sign in via a social network account;
 - 2.2.2 **Preferences, user profile and other information:** We also collect and process certain information on your activity on the PODIUM PURSUIT Service, PODIUM PURSUIT Website and PODIUM PURSUIT App, such as for example title selections, viewing history, sport event preferences and content reviews if such option is available, and information about your PODIUM PURSUIT Account (including information that you provide

using your My Account section), settings data and certain data inferred on their basis, in particular taste preferences based on your selection of Content;

- 2.2.3 **Events:** We collect certain information about your activities observed when you are accessing and using the PODIUM PURSUIT Website, PODIUM PURSUIT App or when you react to our marketing communications, including details of how, when and for how long you have accessed, viewed or used any of our platforms as well as details regarding site traffic and usage information (for example search queries, navigation behavior and viewing time and duration), and, if enabled, voice commands processed through the PODIUM PURSUIT App;
- 2.2.4 **Support services information:** We collect certain details of your interactions with the PODIUM PURSUIT and or PROTOUCH support center (in case we can attribute the conversation to you), such as the date, time and reason for contacting PODIUM PURSUIT, transcripts of chat, email or other conversations;
- 2.2.5 **Cookies:** We may also store certain information collected via the use of cookies, web beacons, advertising IDs and other technologies, including ad data. For more information on cookies please refer to the Cookies section of this Privacy Policy;
- 2.2.6 **Device and Browser Information:** When you access the PODIUM PURSUIT Website or the PODIUM PURSUIT App, we may also collect information about the device or browser accessing the PODIUM PURSUIT Services, such as unique device identifiers, IP address, type, model, settings, operating system, system activity and crash reports for your device and browser, such as unique device identifiers, IP addresses, the type of device used to access PODIUM PURSUIT Service, PODIUM PURSUIT Website and PODIUM PURSUIT Account, hardware model and settings, operating system, browser type, language, system activity, and crash reports;
- 2.2.7 **Location Information:** When you access the PODIUM PURSUIT Website or the PODIUM PURSUIT App, based on your IP address, we may determine the geographical location of a device used to access PODIUM PURSUIT Service based on your IP address.
- 2.2.8 **Categories of data when you are not signed in to PODIUM PURSUIT Service:** The categories of personal data of that we may collect when you are browsing the PODIUM PURSUIT Website or the PODIUM PURSUIT App without signing in include data referred to in the following sections: on Events (2.2.3), Cookies (2.2.5), Device and Browser Information (2.2.6) and Location Information (2.2.7).
- 2.2.9 **Children's' data:** You must be at least 18 years of age or older to create a PODIUM PURSUIT Account. While individuals under the age of 18 may use the PODIUM PURSUIT Service, they may do so only under the supervision of a parent or a guardian.
- 2.2.10 **Voluntary provision of data:** The provision of your personal data is voluntary but necessary to use some of the services offered by PODIUM PURSUIT. Refusal to provide some of your personal data will make it impossible to use the PODIUM PURSUIT Service or some of their functionalities, for example its websites, applications, products, platforms and services to browse or to access content, and will prevent PODIUM PURSUIT from offering and performing such services.

3. For what purposes do we process personal data?

- 3.1 We use the information we receive and collect generally for the purpose of providing, promoting, maintaining, personalizing and improving our services, to develop new services, and to protect PODIUM PURSUIT, our platforms, content partners and our users from fraudulent or illegal activity.
- 3.2 Purposes: Specific purposes for which we process your data include:
 - 3.2.1 processing personal data necessary for the purposes of conclusion and performance of the agreement with you, including:
 - 3.2.2 to establish, personalize and maintain your PODIUM PURSUIT Account, and to authenticate your identity when accessing your PODIUM PURSUIT account, to provide you with movies, series and other content and to settle payments;
 - 3.2.3 to provide you with unique selection of titles tailored exclusively for you in a form of recommendations resulting from automated analysis of your title choices and other actions made by you while using the PODIUM PURSUIT Service;
 - 3.2.4 to provide customer support services and to communicate with you, including to inform you about any changes to PODIUM PURSUIT products and services; and
 - 3.2.5 if applicable - to provide you with the PODIUM PURSUIT App, including its voice search function available in some versions of the PODIUM PURSUIT App.

- 3.2.6 to provide cross-border portability of PODIUM PURSUIT online content, including verification of the country of;
- 3.2.7 processing of personal data in order to fulfill obligations resulting from provisions of applicable laws;
- 3.2.8 to fulfill any contractual obligations with our business partners for the purpose of offering PODIUM PURSUIT services and for the purposes of financial settlements connected there to, which is our legitimate interest for processing personal data;
- 3.2.9 processing of personal data for marketing of the PODIUM PURSUIT services, including through advertising tailored for individual or group needs and preferences, for example online advertising, which is our legitimate interest for processing personal data;
- 3.2.10 processing for the purposes of research, analytics, development, improvement (including user experience improvement), administration, maintenance, technical support and security of the PODIUM PURSUIT Service, PODIUM PURSUIT Website and PODIUM PURSUIT App, which is our legitimate interest for processing personal data;
- 3.2.11 processing for the purposes of establishment, exercise and defense of legal claims, enforcing or investigating potential violations of our terms of use or any other actual or alleged fraudulent activities, protecting rights, property or safety of PODIUM PURSUIT, our customers, employees and other third parties, which is our legitimate interest for processing personal data; and
- 3.2.12 processing for the purposes of reorganization of the PODIUM PURSUIT group, including changes in ownership or control of assets, shares or management of PODIUM PURSUIT, or that of our affiliates, which is our legitimate interest for processing personal data.

4 **Who are the recipients of personal data?**

- 4.1 Your personal data may be disclosed to the following categories of recipients:
 - 4.1.1 PODIUM PURSUIT affiliates, which includes our holding companies, subsidiaries and entities that control or are under common control with PODIUM PURSUIT, in particular when necessary for the ongoing maintenance and continued provision of the services to you;
 - 4.1.2 trusted service providers retained by us to enhance or provide services to you, acting at our instruction, including hosting services providers, platform development, support and security services providers, analytics tools and services providers, customer support services providers, payment and reconciliation services providers;
 - 4.1.3 marketing services providers supporting us in promoting the PODIUM PURSUIT Service, including marketing agencies, email distribution and other marketing tools providers, social media marketing services providers including Facebook and Google, as well as analytics services providers. Some PODIUM PURSUIT services may be integrated with external services, including social media networks. This may mean that information, for instance about your interests and activities, is tracked or extracted from other platforms. If you are signed in to PODIUM PURSUIT's digital platform that is integrated with other media tools, this information may be available to others depending on the privacy settings you have in place on these other platforms. The number and nature of social media platforms is changing rapidly, and the way in which information is shared between them is becoming increasingly complex. To help you manage and protect your personal information, PODIUM PURSUIT will ask you to opt-in before making your personal information available through an integrated service. You may also opt-out of your participation in most of PODIUM PURSUIT's digital services. Information about how to opt-out will be provided in the particular service. However, you should be aware that PODIUM PURSUIT may continue to store personal information provided by you prior to you opting-out. Your ability to opt-out of a third-party tool or platform will depend on the conditions governing your agreement with that third party.
 - 4.1.4 partners who may offer access to the PODIUM PURSUIT Service on our behalf and/or partners with whom PODIUM PURSUIT co-operates with respect to placing the PODIUM PURSUIT App on their platforms;
 - 4.1.5 third parties, including governmental bodies, courts or bodies of similar nature, when it is required in order to comply with applicable laws, to enforce or investigate potential violations of our terms of use or any other contract between you and us, to protect our rights, property or safety or that of our customers, employees, and other third parties; and/or
 - 4.1.6 third party in relation to reorganization of the PODIUM PURSUIT group, in particular a third party that acquires (or proposes to acquire) ownership or control of our assets, shares or management, or that of our affiliates by any means, or a third party from whom we acquire, ownership or control of assets, shares or management.

5. **What are your rights?**

5.1 **Your data subject rights.** You have the following rights with respect to your personal data processed by PODIUM PURSUIT:

5.1.1 **Access:** You have the right to access your personal data;

5.1.2 **Rectification:** You can ask us to have inaccurate personal data amended. You can use the My Account section on the PODIUM PURSUIT Website or the PODIUM PURSUIT App to change basic information about you;

5.1.3 **Erasure:** You can ask us to erase personal data. Note that we will keep only personal data that are necessary for us to comply with financial and tax regulations and for the establishment, exercise or defense of legal claims;

5.1.4 **Object to marketing:** You can object to processing your personal data for marketing purposes;

5.1.5 **Object to other processing:** You can object to processing of your personal data based on the legitimate interest of PROTOUCH unless we have a valid ground to continue processing the data;

5.1.6 **Portability:** You can ask us to receive your personal data that you provided to PODIUM PURSUIT in machine-readable format or have such data transmitted to a third party; and

5.1.7 **Restriction:** We may be required to have your data restricted for processing in certain circumstances as defined in POPI.

5.1.8 **Exercise your rights.** You can exercise your rights and lodge requests to PODIUM PURSUIT using the My Data section in My Account on the PODIUM PURSUIT Website or the PODIUM PURSUIT App.

5.2 **Exercise of your objection to marketing:** You may object to direct email marketing e-mail marketing communications from us by indicating your communications preference in the Marketing Email Preference section in My Account on the PODIUM PURSUIT Website. You may also unsubscribe using the link included in every direct email marketing communication, it may take a few days for this request to be processed. You cannot unsubscribe from service administration related e-mails. In the Marketing Preferences Section you may also opt-out from receiving push messages or from having your data processed for marketing purposes, with respect to other marketing, using the My Data section in My Account on the PODIUM PURSUIT Website or the PODIUM PURSUIT App. Please also see clause 8 – Cookies.

5.3 **Withdrawal of consent:** In some situations when we may seek your consent for processing. In such a case, you will have the right to withdraw consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

5.4 **Support center:** Should you have any difficulties with exercising any of the rights referred to above using your PODIUM PURSUIT Account, you may contact us at the customer support email address info@protouch.africa for assistance (in such case, for security reasons you may be asked to confirm your request by logging into your PODIUM PURSUIT account and upon such confirmation your request will be considered to be validly filed).

5.5 **Complaints:** You can raise a complaint about our processing with the data protection regulator in your jurisdiction.

6. **How long do we store data?**

6.1 **Data Retention Principles:** We process your personal data during your subscription and following the end of your subscription to the extent that the data is necessary for the purposes with respect to which we are permitted and/or required to process data, in any event no longer than for the period of expiry of claims, including for the following purposes:

6.1.1 compliance with obligations resulting from applicable laws to which PODIUM PURSUIT is subject;

6.1.2 establishment, exercise or defense of legal claims as well as for the purposes any other legal proceedings or compliance with any judgments and/or decisions issued by public authorities;

6.1.3 research and analytics;

6.1.4 marketing of PODIUM PURSUIT products and services; and

6.1.5 maintaining the PODIUM PURSUIT Account in accordance with clause 6.2.

6.2 **Access to your PODIUM PURSUIT Account after Registered User or Subscriber account termination:** Following the termination of your subscription, or your PODIUM PURSUIT Account will remain active for a period of five years. If you do not re-subscribe to the PODIUM PURSUIT Service within that time, we will delete your PODIUM PURSUIT Account and any related information to the extent that it is not used as set out in clause 6.1.

6.3 **Data retention Principles with respect to consent:** As outlined in clause 5.3 we might be processing your data on the basis of consent. In such an event we process data only as long as the consent is valid and to the extent that the data is necessary for the purposes with respect to which we are permitted and/or required to process data.

6.4 Where appropriate we will encrypt, pseudonymize, anonymize and/or segregate information so that we may make use of it in a manner that avoids unnecessary identification, in the interest of protecting your privacy and enhancing security practices.

7. **Security**

Maintaining the security and integrity of your personal data is a high priority and we endeavour to maintain appropriate technical and organizational measures to secure the integrity of information, using accepted technological standards to prevent unauthorized access to or disclosure of your personal data and to protect them from misuse, loss, alteration or destruction.

8. **Cookies**

8.1 In order to ensure that the PODIUM PURSUIT Website, PODIUM PURSUIT App and PODIUM PURSUIT Service work properly, to provide you with a personalised experience, we and certain of our third-party service providers may set cookies or similar technologies (such as in particular web beacons, pixels and advertising identifiers) on your device, subject to your consent where relevant. A cookie is a small text file that a website saves on your computer or mobile device when you visit the website. It enables the website to remember your actions and preferences (such as session status, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

8.2 The PODIUM PURSUIT Website uses two basic cookie types: session cookies and persistent cookies. Session cookies are temporary files stored on the user's end device until the user logs out, leaves the website or closes the software (web browser). Persistent cookies are stored on the user's end device for the time specified in the parameters of the cookies or until deleted by the user.

8.3 In many cases, the default settings of the web browsing software (web browser) enable cookie storage on the user's end device. You can delete or block cookies from being set in your web browser settings or relevant software. Cookies set by PODIUM PURSUIT will likely be labeled as first party cookies, and those set by our partners will be labeled third party cookies. Certain parts of the PODIUM PURSUIT Website, the PODIUM PURSUIT Service or the PODIUM PURSUIT App may not work properly if first party cookies are blocked or deleted.

8.4 The types of cookies and the purposes for which they are used on the PODIUM PURSUIT Website and the PODIUM PURSUIT App include:

8.4.1 strictly necessary cookies, which enable use of the services available on the PODIUM PURSUIT Website and PODIUM PURSUIT App, for example cookies used for authentication of users and cookies that ensure security;

8.4.2 performance cookies, which help us collect information about how the PODIUM PURSUIT Website, the PODIUM PURSUIT Service and the PODIUM PURSUIT App are used, so that we can perform analytics and improve their performance;

8.4.3 functionality cookies, which remember choices made by the user and personalise the interface and allow enhanced functionality and personalisation of the PODIUM PURSUIT Website, the PODIUM PURSUIT Service and the PODIUM PURSUIT App; and

8.4.5 targeting cookies and advertising IDs for delivering adverts more relevant to users and their interests, as well as ad conversion tracking; these cookies are mainly set by our advertising partners.

9. **Changes to this Policy and final provisions**

We may change this Privacy Policy from time to time. If we do so, we will post the revised policy on PODIUM PURSUIT and will inform users of such amendments and of their effective date. In case of discrepancy between this document and the PODIUM PURSUIT App end user license agreement, the provisions of this Privacy Policy will prevail.

This version of Privacy Policy applies from 1 February 2024.