

PRIVACY POLICY

PROTECTION OF PERSONAL INFORMATION POLICY

1. SCOPE

This Policy applies to all Personal Information processed by Multi-Media Event Trading (Pty) Ltd ("the Company"), whether collected through its website www.multi-media.co.za, social media pages, email correspondence, or physical Company, including paper-based or in-person data collection.

The Company is committed to protecting the privacy and security of all individuals whose Personal Information it processes, in accordance with the *Protection of Personal Information Act 4 of 2013* ("POPIA") and the *Promotion of Access to Information Act 2 of 2000* ("PAIA").

2. DEFINITIONS

For purposes of this Policy:

Consent" means any voluntary, specific, and informed expression of will whereby permission is given by or on behalf of the Data Subject for the Processing of their Personal Information.

Data Subject" means any person (natural or juristic) whose Personal Information is processed by the Company.

Operator" means any third party who processes Personal Information for or on behalf of the Company.

"Personal Information" means information that identifies or can be used to identify a Data Subject as defined in section 1 of POPIA.

"Processing" means any operation or activity concerning Personal Information, including its collection, use, storage, dissemination, modification, or destruction.

“Responsible Party” means the Company which determines the purpose and means of processing Personal Information.

“Information Officer” means the individual appointed in terms of section 55 of POPIA to ensure the Company’s compliance with the Act.

3. OBJECTIVES

- To inform Data Subjects about how their Personal Information is collected, used, stored, disclosed, and safeguarded.
- To outline the Company’s compliance with POPIA and PAIA.
- To ensure transparency, accountability, and responsible data governance.

4. RESPONSIBLE PARTY DETAILS

Company: Multi-Media Event Trading (Pty) Ltd

Address: Unit 3, Midrand Axis, Cnr Old Pretoria & Le Roux Road, Midrand, 1685

Telephone: 011 315 3585

Email: popia@multi-media.co.za

Website: www.multi-media.co.za

The Company may engage Operators to process Personal Information on its behalf, subject to confidentiality and data protection agreements.

5. PERSONAL INFORMATION PROCESSED

The Company may process the following types of Personal Information:

1. Basic identifying information (e.g. name, surname, ID number, company registration number).
2. Contact details (e.g. physical address, telephone number, email address).
3. Transactional or communication records (e.g. correspondence, invoices, service agreements).
4. Limited online identifiers (e.g. cookies, IP addresses, browsing activity on the Company’s website).

5. Any other information voluntarily provided by the Data Subject in relation to the Company's services.

6. PURPOSES OF PROCESSING

Personal Information will be processed for legitimate business and legal purposes, including:

- To provide products or services requested by the Data Subject;
- To communicate and respond to enquiries;
- To maintain administrative and financial records;
- To comply with legal obligations;
- To send limited direct marketing communications (with consent);
- To improve website functionality and user experience, and
- To protect the legitimate interests of the Company or Data Subjects.

Personal Information will not be sold or used for unrelated purposes without the Data Subject's consent.

7. METHOD OF COLLECTION

Personal Information is primarily collected directly from the Data Subject via:

- Online forms and website interactions;
- Email or telephone communication;
- Physical forms or documentation; or
- Business correspondence and contracts.

Personal Information may be collected indirectly where:

- Permitted by law;
- From publicly available sources; or
- Where the Data Subject has provided consent.

8. LAWFUL PROCESSING PRINCIPLES

The Company will process Personal Information lawfully and reasonably, ensuring it is:

- Processed with the Data Subject's consent or other lawful basis;
- Collected for a specific, explicitly defined purpose;

- Limited to what is necessary for that purpose;
- Accurate, up to date, and not excessive;
- Protected by appropriate security safeguards; and
- Retained only for as long as necessary.

9. DATA SUBJECT RIGHTS

Data Subjects have the right to:

- Access their Personal Information held by the Company;
- Request correction or deletion of inaccurate or unnecessary information;
- Object to processing in certain circumstances;
- Withdraw consent; and
- Lodge complaints with the Information Regulator (www.inforegulator.org.za).
- Requests may be submitted to the Information Officer at popia@multi-media.co.za

10. DISCLOSURE AND SHARING

Personal Information may be shared with Operators and third parties who assist in delivering services, subject to confidentiality and lawful processing obligations.

The Company may disclose Personal Information:

- When required by law;
- To protect legitimate interests; or
- With the Data Subject's consent.

11. SECURITY SAFEGUARDS

- The Company employs reasonable technical and organisational measures to protect Personal Information against loss, unauthorised access, disclosure, alteration, or destruction.
- Operators are required to implement equivalent data protection measures.
- In the event of a data breach, the Company will notify affected Data Subjects and the Information Regulator as required by POPIA.

12. RETENTION & DESTRUCTION

- Personal Information will be retained only as long as necessary to fulfil the purpose for which it was collected or as required by law.
- Thereafter, records will be securely destroyed, de-identified, or returned to the Data Subject.

13. DIRECT MARKETING

- Direct marketing communications will only be sent to Data Subjects who have provided consent, or who are existing clients, in accordance with section 69 of POPIA.
- Data Subjects may opt out of direct marketing at any time by following the unsubscribe instructions or contacting the Company directly.

14. CROSS-BORDER TRANSFERS

- The Company does not routinely transfer Personal Information across borders.
- Where cross-border transfers are necessary (e.g. use of cloud services), the Company will ensure that the recipient provides adequate protection as required by POPIA.

15. AMENDMENTS

- The Company reserves the right to amend this Policy from time to time to reflect legislative or operational changes.
- Updated versions will be published on www.multi-media.co.za with the revision date.

16. CONTACT INFORMATION

For queries or requests relating to this Policy or Personal Information processing, please contact:

Information Officer: Jason Fritz

Email: popia@multi-media.co.za

Telephone: 011 315 3585

Physical Address: Unit 3, Midrand Axis, Cnr Old Pretoria & Le Roux Road,
Midrand, 1685