
DRAFTING NOTE:

Please note that all highlighted items indicate instances where you will need to insert information relevant to your company. Please replace ALL references to the IAB/IAB SA with your own company's name. Be sure to read this policy carefully and make amendments that suit your particular business requirements, bearing in mind the rights of the data subject when doing so. If you are unsure of such amendments, contact the Regulatory Council for guidance. We suggest you publish the Policy in PDF format on your website. (And remember to remove this drafting note from your final version of the Policy.)

IAB SA

WEBSITE PRIVACY POLICY

THIS PRIVACY POLICY ("POLICY") GOVERNS THE COLLECTION, MANAGEMENT AND DISCLOSURE OF PERSONAL INFORMATION THAT **IAB SA** ("**IAB SA**," "we" OR "us") COLLECTS THROUGH THE **IABSA.NET** WEBSITE ("WEBSITE") LOCATED AT **XXXXXX** AND YOUR RELATED COMMUNICATIONS AND CORRESPONDENCE WITH **THE IAB**. WE RESPECT YOUR RIGHTS TO RESPONSIBLE MANAGEMENT OF YOUR PERSONAL INFORMATION UNDER THE PROTECTION OF PERSONAL INFORMATION ACT 4 OF 2013. YOUR USE OF THE WEBSITE AND **IAB SA'S** PRODUCTS AND SERVICES IS SUBJECT TO THIS POLICY. BY USING THIS WEBSITE, YOU SIGNIFY YOUR CONSENT TO PROCESSING OF YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH ANY TERM IN THIS POLICY, PLEASE DO

NOT USE THIS WEBSITE OR SUBMIT ANY PERSONALLY IDENTIFIABLE INFORMATION THROUGH THIS WEBSITE.

EFFECTIVE DATE:

1. PERSONAL INFORMATION COLLECTION AND USE

- 1.1 IAB SA and/or its authorised technology agents may collect and store certain Personal Information from You in connection with the Your use of the Website and/or the products and/services provided to You by IAB SA.
 - 1.2 For the purpose of this Privacy Policy, Personal Information is defined in accordance with the definition in the Act. Generally, such information is information that can be used to personally identify you. In particular, however, IAB SA may collect information such as:
 - 1.2.1 first name and surname,
 - 1.2.2 email address,
 - 1.2.3 cell phone number,
 - 1.2.4 profession or occupation
 - 1.2.5 FILL IN OTHER TYPES OF INFORMATION COLLECTED, [age or birth date; details of products and services purchased from us or which you have enquired about; any unsolicited information provided to us that we could have otherwise lawfully collected]
- from the following persons: any individual who chooses to register on the IAB SA Website. FILL IN PERSONS INFORMATION IS COLLECTED FROM
- 1.3 IAB SA may also automatically collect and store non-personally identifiable information related to your use of the Site. Non-personally identifiable information may include personal information that has been aggregated.
 - 1.4 We may share non-personally identifiable information with third parties for certain reasons, including advertising, marketing and/or other purposes.
 - 1.5 Your Personal Information is used to provide You with the requested products and/or services; enable ease of use of the Website; process transactions concluded by You; engage in electronic

communications and transactions with You; to administer promotions or survey or similar interactive activity; or to provide You with newsletters or other periodic communications and/or marketing materials.

- 1.6 Personal Information is automatically collected in relation to Your visit to the Website, such information includes but is not limited to: Your browser type and version, as well as Your operating system.
- 1.7 Cookies are small files send from a Website to a User's computer drive that can be used to track when a User visits and re-visits a Website and how they behave on a Website. IAB SA may Use cookies to identify the device with which You access Our Website and We may use anonymous cookies to determine Website Usage analytics and statistics in order to optimise the Website. You are able to manually delete cookies from Your browser or set Your browser to reject cookies. However, certain pages or features may not be available or work correctly if You have set Your browser to reject cookies.
- 1.8 IAB SA uses Google Universal Analytics, which supports data collection without browser cookies. It helps Us to understand user interaction with Our Website and implement changes that evolve the Website to suit Your needs. You can opt out of Google Analytics by installing the Google Analytics opt-out browser add-on here: <https://tools.google.com/dlpage/gaoptout>.

DRAFTING NOTE: Please remove this clause should you wish to exclude Google Analytics.

Should your website use other analytics tools please replace the reference to Google Analytics with the relevant tool that is in use.

- 1.9 The Website hosting agents and/or service providers may automatically log Your "IP address" which is a unique identifier for Your computer and/or other access device. Such information collected is for aggregate purposes only and cannot be used to identify You personally.
- 1.10 In the event that You subscribe to newsletters and/or to receive further information through other periodic communications, from IAB SA, Your Personal Information will be processed by IAB SA to provide You with such information and associated processes. All IAB SA communications shall contain an unsubscribe link and by following the unsubscribe process You shall be removed from the relevant distribution list and IAB SA shall no longer send You the subscription information.

2. CONSENT TO PROCESS PERSONAL INFORMATION

- 2.1 You understand that Your consent to the processing of your personal information by IAB SA pertains to the provision of the XXX products and services; as well as associated purposes. Processing shall include the collection, receipt, recording, organisation, collation, storage, updating or modification, retrieval, alteration, consultation, use; dissemination by means of transmission, distribution or making available in any other form; or merging, linking, as well as blocking, degradation, erasure or destruction of information.
- 2.2 This consent is effective on access of the Website and will endure until Your relationship with IAB SA has been terminated.
- 2.3 You expressly consent to IAB SA retaining Your Personal Information once your relationship with IAB SA has been terminated for: aggregate, statistical and reporting purposes.
- 2.4 In the event that You wish to revoke all consent pertaining to Your Personal Information and You would like IAB SA to remove and/or delete Your Personal Information entirely, You must notify IAB SA via email to the Information Officer, **FILL IN INFORMATION OFFICER'S NAME: AND EMAIL ADDRESS.**
- 2.5 By Using Our Website, You represent that You are of the age of 18 or that a Competent Person has given consent to allow Your minor child to utilise Our Website. You, or a 'Competent Person' in the case of a minor, consent/s to the processing of personal information that belongs to You or, in the case of a minor, to the minor for whom You are responsible, in the manner described in this Policy. You agree that giving such consent means that You have given IAB SA permission to collect and process the child's personal information in the ways described in this Policy.

3. HANDLING OF PERSONAL INFORMATION

- 3.1 IAB SA endeavours to comply with all laws and regulations applicable to IAB SA pertaining to information and communications privacy including, but not limited to, the 1996 South African Constitution and the Protection of Personal Information Act 4 of 2013 ("the Act"). IAB SA applies the principles of protection of personal information under such Act in further legislation referred to in the Act.
- 3.2 You have the right to correct Your Personal Information as well as to revoke Your consent to the processing of Your Personal Information by IAB SA. You do, however, understand that IAB SA requires Your Personal Information to render the IAB SA products and/or services and should

You decide to revoke Your consent IAB SA may not be able to provide You with such products and/or services.

- 3.3 IAB SA will take all reasonable measures in order to ensure Your Personal Information is appropriately safeguarded, these precautions include, but are not limited to: the use of a sufficiently secure server and providing suitably secure payment mechanisms.
- 3.4 Should an unauthorised person/s gain access to Your personal information IAB SA will contact You within a reasonable time to inform You of the security breach.
- 3.5 IAB SA seeks to ensure the quality, accuracy and confidentiality of Personal Information in its possession.
- 3.6 IAB SA may share Your personal information with authorised third parties persons such as employees and service providers to IAB SA. IAB SA does not permit these parties to use such information for any other purpose than to perform the services that IAB SA has instructed them to provide
- 3.7 From time to time, IAB SA may appoint certain agents, third parties and/or service providers which operate outside the borders of the Republic of South Africa. In these circumstances IAB SA will be required to transmit Your Personal Information outside South Africa. The purpose of the trans-border flow of Your Personal Information may include, but is not limited to: data hosting and storage. You expressly consent to the trans-border flow of Your Personal Information. Furthermore, You warrant in this regard that You have obtained the necessary consents required in terms of the Act, in order to enable the trans-border flow of any personal information submitted by You. IAB SA warrants in this regard that it shall only engage the services of third parties (in relation to the aforesaid trans-border flow of information) which subscribe acceptable safeguards in accordance with IAB SA's legal obligations.
- 3.8 IAB SA will not sell, exchange or transfer Your Personal Information to any third party except as required in the provision of the IAB SA products and/or services and in accordance with the consents provided by You.
- 3.9 IAB SA will make amendments and/or updates to this Privacy Policy on occasion. Amendments made to this Policy shall become immediately effective. We encourage You to periodically review this Privacy Policy to keep informed about how We are protecting Your Personal Information. You can find the last date of change made to the Privacy Policy above for Your reference. Your continued Use of the Website evidences Your acceptance of this Privacy Policy and any updates made to it.

- 3.10 The Site may contain links to other websites. IAB SA is not responsible for the privacy practices of third party sites.

4. DISCLOSURE OF PERSONAL INFORMATION

- 4.1 Records relating to the provision of the IAB SA products and/or services by IAB SA to You and the Personal Information submitted by You may be required to be retained in terms of legislated records retention requirements, IAB SA's operational purposes and/or for production as evidence by IAB SA in legal proceedings.
- 4.2 IAB SA may disclose Your Personal Information under the following circumstances:
- 4.2.1 To comply with the law or with legal process;
 - 4.2.2 To protect and defend IAB SA's rights, equipment, facilities and other property;
 - 4.2.3 To protect IAB SA against misuse or unauthorised use of the Website and/or products and/or services; and/or
 - 4.2.4 To protect other Website Users or third parties affected negatively by Your actions in use of the products/services and/or the Website

5. OBJECTIONS, COMPLAINTS AND QUERIES

- 5.1 Should You require a correction to be made to Your Personal Information that IAB SA keeps on record, or a copy of the record itself, or should You feel that You would like to object to the collection, Use or processing of Your Personal Information by IAB SA, or that you would like us to delete your personally identifiable information, then kindly send an e-mail to our Information Officer, whose name and detail sbelow. We will endeavour to make the correction, provide You with the record (We reserve our right to charge a small fee in this case), cease processing of Your Personal Information and/or delete it, in accordance with Your request.

INFORMATION OFFICER:

ADDRESS:
EMAIL ADDRESS:
TEL: