



ONE39 Central PTY Ltd
76 Kings Road
Brooklyn
Cape Town
7405

Tel: +27 21 823 9688
Email: info@one39central.com

Reg NO: 2016/333531/07
VAT: 4050276833
BBEE: Level 1

PRIVACY POLICY

This Privacy Policy together with our posted terms and conditions explains how we collect, use, and safeguard information while providing our services and operating our websites (collectively, our "Services"). All information collected by us in connection with our Services will be governed by this Privacy Policy. We are POPI Registered and compliant.

WHAT INFORMATION WE COLLECT

As a service provider for live events serving marketers, organizers, and event attendees, we from time-to-time request that you provide us with personal information. We may collect information, for example, when you request a proposal from us, place orders with us, establish an account with us, request information, interact with our customer service, participate in a marketing campaign, complete surveys, or use our websites. In some instances, we may need to supplement the information you provided with certain personal information about you obtained from third parties to process your online transaction.

We may collect:

- Contact Information: Name, title, addresses, email addresses, telephone numbers, facsimile number, and IP address.
- Transaction Information: Payment card information, financial account information, purchases, special requests, delivery details, and communications you have with us.
- Preference Information: Preferences you indicate to us or that we have observed such as your marketing preferences, areas of interest, and subscriptions to ONE39 Central resources.
- Legal Information: Transaction fraud checks or flags, payment card refusals, and information or copies of documents you provide where the law requires you to prove your identity.
- Voluntary Information: Other information you voluntarily give us such as feedback, complaints, and survey responses.
- Observed Information: Information we collect about you while you use our websites such as the pages, services, or areas of our websites that you visit, your location, or which link has brought you to our website. This information is identifiable to you if you register at our website. See our Cookie Policy posted at our websites for more detail on how we use cookies and how you can disable them.

From our initial engagement with you, we may track your interactions with us so that we can better understand the scope of our relationship with you. For each interaction, we retain your name when you purchase goods or services from us, as well as the nature and amount of the purchase. We combine that with information with a record of information you request from us, how you respond to our emails and other electronic messages, and your activity at our websites (including our web based and mobile software applications, whether on our websites or third-party websites). We do not intend to collect any sensitive information from you and will not conduct any automated decision making.

WHY WE COLLECT INFORMATION

We use personal information for the following purposes:

Our Services:

- To deliver the Services you have requested.
- To process your order, including credit evaluation, payment authorization, and collection of sums owed.
- To give you service notices and deal with any customer care issues you may have.
- To manage any registered accounts, you may have with us.
- To notify you of any changes to our Services.
- To provide services and fulfill our obligations to event organizers, venues, and hotels in connection with events you participate in including, without limitation, using non-personal anonymous, aggregate, and statistical information.

Marketing:

- To communicate with you regarding an upcoming show or event.
- To offer services at an upcoming show or event
- When ONE39 Central serves as an official contractor for an event or venue, to offer and/or fulfill certain authorized services through ONE39 Central' third party preferred contractors.
- To promote relevant ONE39 Central offerings and suggestions related to your areas of interest or based on previously conducted business through a genuine understanding from us that there is a legitimate interest for that contact to take place.
- To deliver information you request and communicate about us and other ONE39 Central brand offerings from our global affiliates, and recent developments that may be of interest to you.
- To advertise our products and services to you if they are relevant and appropriate to you.
- To maintain a profile of our ongoing relationship that allows us to better serve you and tailor our offers so that they are more likely to be of interest to you.
- To share with other companies within the ONE39 Central brand affiliates as needed for reasonable management, analysis, planning, and decision making, including in relation to taking decisions regarding expansion and promotion of our websites and services and for use by those companies for the other purposes described in this policy.

Research and Development:

- To obtain your feedback, provide customer service, and track our performance.
- To ensure that all our online content that you access (whether as part of a Service or not) is presented in the most effective manner for you.
- To operate our websites more effectively and to promote our services on our website.
- To manage, conduct research, and improve how we operate and promote our services including, without limitation, using non-personal anonymous, aggregate, and statistical information.
- Analysis and Profiling:
 - To analyze your responses to our marketing communications (e.g., whether you open communications and/or interact).
 - To analyze your browsing and purchasing activity.
 - To use the analyses mentioned above, together with other demographic data, to contact you with information on products and offers relevant to you.
 - To analyze customer choices in respect of our services to understand our target audience for the purposes of selecting similar customers for advertising purposes.

Legal Requirements:

- For pursuing legal claims, crime and fraud prevention, detection, and related matters.
- To verify your identity when considered necessary and/or appropriate.
- To assist in issues relating to your personal safety and the safety of others.
- To comply with laws applicable to our operations, to respond to requests from government authorities, to enforce our rights and protect property, and to satisfy our record keeping, regulatory, and legal requirements.
- If ownership of all our part of our business changes, or we undergo a reorganization or asset sale, including a merger or transfer, we will transfer your personal information to the new owner, receiver, or successor company to enable us to continue to provide our services to you.

SHARING YOUR INFORMATION

We may share your personal information with some of our affiliates and trusted third parties to make certain Services available to you. Within our affiliated ONE39 Central companies, we occasionally share your information as needed for purposes set forth in the section titled "Why We Collect Information" above. Third parties are permitted to use your personal information only to assist us in providing our Services to you or to offer complementary goods and/or services that we have good reason to believe may be of particular interest to you. We may also share this information with non-affiliated companies such as tradeshow organizers, venues, associations, exhibitors, and attendees for purposes of conducting events. Some of those third-party companies may have a pre-existing relationship with you, provide transactional services to you, or send information to you.

Your information may be shared with event organizers, hotels, and other third parties as necessary to perform our contracts with event organizers. Certain communication and computer infrastructure services are provided by its affiliate, ONE39 Central Pty Ltd.

More generally, we may share your personal information with:

Payment services providers as required for card payments.

Other third parties to meet legal, regulatory, insurance, audit, and other similar administrative needs.

All parties we share information with are required to treat your information confidentially and show that they have appropriate data protection and security controls, and that they protect personal information consistent with the principles articulated in this Privacy Policy. Wherever it is possible and reasonable, we will disclose only the minimum information necessary to complete and process an order.

Finally, in the event we go through a merger, sale, bankruptcy, or other business transition, we reserve the right to transfer or assign your information that we have collected as part of any business transition. In some cases, such as bankruptcy, we may not be able to control how your personal information is used.

INTERNATIONAL TRANSFERS

The nature of our business and our operations may require us on occasion to transfer personal information to our ONE39 Central brand affiliates and third parties that may be in countries outside of the South Africa. Accordingly, we comply with all applicable global privacy and data protection requirements. All cross-border transfers of your information will be in compliance with the local privacy laws of the jurisdiction from which we are transferring the data, as well as in compliance with the terms of this Privacy Policy. Furthermore, we will provide appropriate safeguards for cross-border transfers in accordance with our legal obligations under any applicable data protection laws.

HOW WE SAFEGUARD YOUR INFORMATION

We employ reasonable technical and organizational measures to protect against the loss of, or unauthorized access to, the information under our control. Steps we have taken to enhance network and information security include industry standard infrastructure security, the implementation of Secure

Socket Layer (SSL) encryption technology for payment transactions, digital certificates, and password protection for all web applications that contain personal information. All our web applications that deal with your personal information require a username and password to gain access. This allows us to verify who you are, thereby allowing you access to your account information, and preventing unauthorized access. You should not divulge this username and password to anyone. Although we take measures to protect your information, we cannot guarantee that your information will always remain secure.

OPTING-OUT OF FURTHER COMMUNICATIONS

At any time, you may:

- “Opt out” or “Unsubscribe” of receiving some or all emails from us such as service offers, subscriptions, periodic information, and other correspondence by selecting the “Manage My Subscriptions” on emails from us or by contacting us as provided in the section titled “Contact Us” below.
- Withdraw your consent to our collection, use and disclosure of information at any time, subject to contractual and legal restrictions and reasonable notice. Note that if you withdraw your consent to certain uses of your information, we may no longer be able to provide certain Services.

RETENTION OF INFORMATION WE COLLECT

We will retain your information as follows:

- Unless we obtained your consent at time of collecting the personal information, personal information we collect will be retained for a period of three (3) years from your last activity with us. You may request us to delete your information at any time by contacting us as provided in the section titled “Contact Us” below.
- Information that must be maintained for legal purposes such as specific financial information in accordance with the relevant legislation and any applicable local / regulatory guidance (which may be for a longer period, often up to 7 years).

