



## PRIVACY POLICY

### Introduction

Loud Crowd Media (Pty) Ltd (Loud Crowd Media) is a full service advertising agency and is committed to protecting your privacy and the confidentiality of any personal information which you provide to us.

This Privacy Policy (Policy) describes our policies and procedures on the collection, use, sharing, storing and deleting of your personal information.

By providing us with your personal information you:

1. agree to this Policy and consent to us processing your personal information and
2. authorize Loud Crowd Media, its associates, service providers and other third parties to process your personal information for the purposes stated in this Policy.

We will not use your personal information for any other purpose than stipulated in this Policy and will take all reasonable precautions to protect your personal information from unauthorized access.

Loud Crowd Media may amend and update this Policy from time from time. The latest version will be available on request and on our website [www.loudcrowd.co.za](http://www.loudcrowd.co.za)

### How does Loud Crowd Media collect personal information?

We may collect or obtain personal information about you:

1. directly from you; or
2. from public records;
3. from the public domain when you made your personal information public;
4. when you visit and/or interact with our website, Facebook page, LinkedIn page or any other social media platform;
5. from other sources to comply with an obligation imposed by law.

### What personal information does Loud Crowd Media process?

The types of personal information that we may process will be information necessary to our legitimate business interest and may include the following:

Personal information, including: name, identity number, correspondence address, registered address, contact numbers, email address, marital status, race, gender, nationality, educational qualifications, criminal or employment history, income tax numbers, VAT registration numbers, company registration details, billing addresses, photographs, IP addresses, location data, financial information, including: bank account number, bank statements payment method, invoice records, payment records.

Any further information required for the performance and conclusion of a contract to which you are a party, or where we are obliged by law to process the information or have a legitimate interest in processing the information.

The choice of how much of information is provided is always in your control, however it should always be borne in mind that certain information may be necessary/required in order for us to provide advertising and marketing services to you.

We may use your personal information to send you promotional information about third parties which we think you may find interesting, and we will ask you for your consent in this regard.

### What we do with the personal information we collect

Loud Crowd Media will process your personal information in the ordinary course of our business of providing advertising and marketing services, including brand development, website development, application development, digital marketing, event management and multimedia campaigns.

Loud Crowd Media will process your information once you have provided your consent, or the processing is necessary for the conclusion or performance of a contract to which you are a party, or where we are obliged by law to process the information or have a legitimate interest in processing the information.

Loud Crowd Media will use your personal information only for the purpose for which it was originally collected. We may use your personal information for a secondary purpose if this is compatible with the original purpose, or where we have a legitimate interest in so doing or we are obliged by law to do so.

Loud Crowd Media may process your personal information for the following purposes –

1. Providing of advertising and marketing services, such as brand development, website development, application development, digital marketing, event management and multimedia campaigns.
2. Internal management, including account management, audits, internal investigations, insurance purposes and management reporting analysis;
3. Improvement and development of our advertising and marketing services
4. On going marketing communication;
5. Market research purposes; and
6. To improve and customize our website or social media presence.

Loud Crowd Media may share your information with our associates or service providers for legitimate purposes in accordance with applicable legislation or to perform advertising and marketing services in terms of our mandate with you.

Loud Crowd Media will require our associates or service providers to only process such personal information in accordance with our written instructions and to use reasonable measures to protect the confidentiality and security of such personal information.

Loud Crowd Media may transfer your personal information to our associates or service providers outside of the Republic of South Africa provided that:

1. we have obtained your consent; or
2. the transfer is necessary for the performance or conclusion of a contract to which you are a party; or
3. the transfer is for your benefit and it is not reasonably practical to obtain your consent and if it were, you would be likely to give it; or
4. the recipient of the information is subject to a law which provides an adequate level of protection substantially similar to the provisions of the Protection of Personal Information Act.

Loud Crowd Media may disclose your information to third parties:

1. if required by law; or
2. if requested by legal or regulatory authorities for the purposes of reporting any actual or suspected breach of the law or regulation; or
3. where your information is not identifiable and will be used for historical, statistical or research purposes; or
4. you provide your consent (which includes the consent to publicise your information)

## **Controlling your personal information**

### **1. Accuracy**

Your personal information should be complete, accurate and not misleading. If you believe that any of your information in our possession is incorrect, inaccurate or incomplete, please email us at [info@loudcrowd.co.za](mailto:info@loudcrowd.co.za) and we will correct/update the information.

### **2. Retention**

Your personal information will be retained for the period for which the information is required to serve the purpose for which it was collected or we have a legitimate interest in retaining the information or for the period required to comply with applicable statutory and legal requirements.

### **3. Access and withdrawal of consent**

You have the right to access your personal information and the right to request us to amend, restrict the use of your personal information or destroy or delete information that is inaccurate, irrelevant, excessive, incomplete, misleading or that we are no longer authorized to retain.

You have the right to withdraw your consent to the processing of the personal information by Loud Crowd Media. The withdrawal of your consent does not affect the processing of your personal information:

1. prior to receiving notice of the withdrawal of your consent;
2. that is in compliance with an obligation imposed by law on us;
3. as required to finalise the performance of a contract in which you are a party;
4. as required to protect your legitimate interest or our legitimate interest;
5. that is necessary for the performance of a public duty by a public body.

### **Security of your Information**

Loud Crowd Media is committed to ensuring that your information is secure. We have implemented appropriate physical, electronic and managerial procedures to safeguard and secure your personal information against unauthorized access or disclosure.

Where there are reasonable grounds to believe that your personal information has been accessed or acquired by any unauthorized person, Loud Crowd Media will notify the Information Regulator and you, in writing, as soon as reasonably possible after the discovery of the compromise. The notification will provide sufficient information to allow you to take protective measures against the potential consequences of the compromise.

Please always bear in mind that no data transmission over the Internet or information stored on a server accessible through the Internet can be guaranteed to be fully secure. Although we have implemented all reasonable measures to safeguard your personal information, we cannot guarantee the security of any information transmitted using the internet and we cannot be held liable for any loss of privacy occurring during the course of such transmission or electronic storage.

### **Links to other websites**

Our website may contain links to other websites of interest or value. Loud Crowd Media is however not responsible for the privacy practice or content of any other website and we suggest that you exercise caution and have regard to the privacy policy of the website in question.

### **How we use cookies**

We may process your personal information by our use of cookies and similar technologies.

A cookie is a small file which requests permission to be placed on your computer's hard drive. Only once you agree, the file is added and the cookie in question helps to analyse web traffic or lets you know when you visit a particular site.

Cookies allow web applications to respond to you as an individual. The web application can, as a result of the cookies, tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about the web page traffic and improve our website in order to tailor it to our client's needs. The information is only used for statistical purposes and then the data is removed from the system.

Overall cookies help us provide you with a better website and browsing experience by enabling us to monitor which pages you find useful and which you do not. A cookie does not give us access to your computer or any information about you, other than the data you choose to share with us.

Cookies may be accepted or declined. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer.

Please be advised however that denying access to cookies may prevent you from taking full advantage of the website.

**Direct marketing**

We may process your personal information for the purpose of providing you with information regarding services that may be of interest to you. You may unsubscribe at any time or email us at [info@loudcrowd.co.za](mailto:info@loudcrowd.co.za).

**Contact information**

If you have any queries in regard to this Policy you may contact us at:

Telephone +27 31 536 8224

Email: [info@loudcrowd.co.za](mailto:info@loudcrowd.co.za)

**Information Officer:** Fenella Rivalland