

IMD Privacy and Cookie Policy

This Privacy and Cookie Policy ("Policy") dated July 2018 replaces our previous policies in this regard. Please take the time to review this Policy before you continue to use our products and services.

Interact Media Defined ("IMD") is an international publishing and exhibitions company with activities across various African countries. IMD is headquartered in Johannesburg, South Africa.

For the purpose of applicable data protection laws, the data controller is IMD. For more information about IMD, please see the IMD website and the IMD Privacy Policy.

IMD is committed to protecting and respecting your privacy. This Policy explains the types of personal information we collect, how we use that information, who we share it with, how we protect that information, and your legal rights in relation to your information. We are committed to abiding by this Policy, as well as the requirements of applicable laws, in the operation of our business. Please read this Policy carefully as it explains our views and practices regarding your personal information and how it is handled. By accessing or browsing our websites, you confirm that you have read, understood, and agree to this Policy in its entirety. If you do not agree with the practices described in this Policy, you should not use this website.

Information we may hold about you

This Policy covers all personal information collected and used by IMD. In this Policy, "personal information" means information that (either in isolation or in combination with other information held by us) enables you to be identified as an individual or recognised directly or indirectly. This may include your name, date of birth, gender, postal address, email address, computer IP address, phone number, credit card number, login information, and technical information from the devices you use to receive our services.

Collection of personal information

We may collect information about you from various sources detailed below.

Information you give us:

When you access and browse our websites (including when you register to receive a publication, attend an event, or complete a form on our websites) and when you correspond with us by phone, email, or other electronic means, you may give us information about yourself. The information you provide may include your name, payment processing information, postal address, email address, landline and/or mobile telephone number, delivery details, dietary and access requirements, information about your employment (including your job title, responsibilities, and employer's details), as well as other personal information.

Information we collect about you:

With regard to each of your visits to our website(s), we may also use cookies and other technologies to collect the following information automatically:

- technical information, including the Internet Protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating systems and platform; and
- information about your visit, including the full Uniform Resource Locator (URL) clickstreams to, on, and from our websites, products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any phone number used to call us.

Information we receive and collect from other sources:

We work closely with third parties such as payment processors and app providers and may receive information about you from them. We may also collect information about you from publicly available sources, including content on social media.

Cookies

Our websites use cookies to distinguish you from other users. This helps us to provide you with a satisfactory experience when you browse the websites and also allows us to improve our websites. For detailed information on the cookies we use and the purposes for which we use them, please see our Cookie Policy at www.interactmedia.co.za/cookie-policy/

Our use of your personal information

We may use your personal information to:	How do we use personal information for this purpose?	What is the legal basis for us processing your information in this way?
Provide you with goods and services.	We will need to use your personal information where this is necessary for us to perform our obligations under a contract with you, for example where you have subscribed to receive our publications or purchased services from us, and to ensure your requirements are met.	Using your personal information in this way is necessary for us to perform our contractual obligations to you.
Ensure that your requirements are met through our media offering or at events.	We may use your personal information to better understand your requirements and preferences, so that we can provide you with a tailored experience.	It is in our legitimate interests to look at your requirements so that we can personalise our media offering and our events for you, to better meet your needs as a customer.
Complete transactions and bookings you make through our website.	We will need to use your contact information (such as your email address or postal address) to assist you with any transactions and bookings you make through our website.	Using your personal information in this way is necessary for us to perform our contractual obligations to you.
Process your payments and protect against fraudulent transactions.	We may need to process your personal information to keep your payments safe and secure and to protect you against fraudulent transactions.	It is in our legitimate interests to process personal information to keep our customers' payments secure.

<p>Contact you for research purposes or to tell you about our special offers or other goods and services.</p>	<p>We will need to use your personal information (such as your email address and/or telephone number) to send you information about services that you may be interested in. Please note that we may also share your personal information with other entities in the IMD group for this purpose.</p>	<p>We will ask for your consent before processing your information in this way, or we will ensure that you have placed your personal information in the public domain. See our customer promise for more information.</p>
<p>Diagnose problems with our server or administer our websites.</p>	<p>We may need to use personal information, such as your IP address, to diagnose server problems or administer our websites.</p>	<p>We will ask for your consent to the use of cookies before processing.</p>
<p>Analyse user traffic to measure use of our websites and to improve the content of our websites and our services.</p>	<p>We may sometimes use your personal information (e.g. your IP address) to measure use of our websites and to assess the effectiveness of our site pages, including advertising on our sites. We may also use this personal information to improve the content of our websites and services.</p>	<p>It is in our legitimate interest to look at user traffic so that we can improve our websites and better meet your needs as a customer.</p>
<p>Comply with legal requirements and exercise or defend legal claims.</p>	<p>We may sometimes need to process personal information to comply with legal requirements which we are subject to (for example, in relation to health and safety).</p>	<p>It is in our legitimate interests to process personal data for the purposes of complying with legal requirements which we are subject to.</p>
<p>Assess how people move through our events where you have activated one of the apps available at an event.</p>	<p>We will need to use your personal information (such as information about your location) to understand how people have moved through an event that we host.</p>	<p>It is in our legitimate interests to use your location information to monitor movement through our events.</p>
<p>Where you consent during the registration process at an event, we may contact you for research purposes or to tell you about special offers or other goods and services.</p>	<p>We may use your personal information (such as your email address and/or telephone number) to send you information about services that you may be interested in. Please note that we may also share your personal information with other entities in the IMD group and third parties for this purpose.</p>	<p>By providing consent during the registration process at an event, you are consenting to your information being processed in this way. If you do not wish for your information to be processed, please do not indicate your consent.</p>

<p>Compile industry-specific business directories of Public Profiles, which are made available to users of our digital and print media, our customers, and our strategic partners.</p>	<p>We compile profiles of business people and companies, which we call "Public Profiles", and combine these profiles into a business directory.</p>	<p>It is in our legitimate business interests to organise and make available business contact information, given the limited impact of this data on an individual's private life and given that this information is widely disclosed.</p>
--	---	---

Transfers of personal information

We may share your personal information with any member of the IMD group of companies, or with selected third parties for direct marketing purposes, to enable you to access the services, provide you with customer support, and conduct the other activities described in this Policy. Such group companies may be located outside of South Africa, in which case the section below, "Where we store your data", will apply.

We use other companies, agents, or contractors ("Service Providers") to perform services on our behalf or to assist us with the provision of services to you. For example, we may engage Service Providers to provide market research, marketing (including competitions), advertising, communications, event management (including logistics, health and safety, and audio-visual services), meetings and bookings (including accommodation), training, IT, hosting and other infrastructure, subscription and discount management, payment processing, and data cleansing and processing services. In the course of providing such services, these Service Providers may have access to your personal information. These third parties are contractually bound only to use personal information to perform the services that we hire them to provide. We will always use our best efforts to ensure that all the Service Providers we work with will keep your personal data secure.

We may disclose your personal information to third parties:

- in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
- if any member of the IMD group or substantially all of its assets are acquired by a third party, in which case personal data about its customers will be one of the transferred assets; and
- if we are under a duty to disclose or share your personal data to comply with any legal obligation or to enforce our terms and conditions or other agreements, or to protect the rights, property, or safety of the IMD group.

If you use one of our virtual products, for example websites, directory sites, or webinars, or register at an event, we may pass the information you provide to third parties. In some instances, for example a product listing site, you may reach out directly to a supplier or exhibitor who may contact you in return. In other instances, our virtual products are sponsored and, in such cases, the data you provided to us will be given to the sponsor. Generally, we will let you know at the time of collection if a product is sponsored. If you wish to change your contact preferences with an individual exhibitor/sponsor, please follow their own unsubscribe request details. Unsubscribing with one of our products will stop that product from contacting you in the future, but not the individual third parties whom you have interacted with independently.

Where we store your data

The data that we collect from you may be transferred to, and stored at, a destination outside South Africa. It may also be processed by staff operating outside South Africa who work for us or for one

of our suppliers. Such staff may be engaged in, among other things, the provision of services to you or the processing of your payment details. We will take all steps that are mandatory or reasonably necessary to ensure that your data is treated securely and in accordance with this Policy and applicable data protection laws, including, where relevant, entering into standard contractual clauses (or equivalent measures) with the party outside of South Africa receiving the data.

Security of personal information

We use administrative, technical, and physical measures to safeguard personal information against loss, theft, and unauthorised use, access, or modifications.

Certain areas of our websites may be password protected. Where we have given you (or where you have chosen) a password, you are responsible for keeping this password confidential. We ask you not to share your password(s) with anyone.

Payments made via our websites are processed in a secure environment using software provided by third-party providers.

Third-party websites and apps

Our websites may contain links to and from third-party websites and we may provide you with details of apps provided by third parties. Please note that if you follow a link to any of these websites or download an app, these websites and apps will have their own terms of use and privacy policies and that we do not accept any responsibility of liability for these policies. Please check these policies before you submit any personal data to these websites or apps.

Your rights

You have the following rights with respect to the personal information that we hold about you:

Your right to access the information we hold about you

You have the right to ask us whether we process your personal data and to request information on the purposes of data processing as well as confirmation on whether we use your personal information for these purposes only.

You can request access to the information we hold about you by contacting us using the contact details set out below. We will endeavour to make our file of your information available to you within one month, although occasionally we may not be able to give you access to the personal information we hold about you (for example, we may not be able to give you access if it would unreasonably affect someone else's privacy or if giving you access poses a serious threat to someone's life, health, or safety).

You also have the right to be informed of the third parties to which we transfer your personal data within the scope of this privacy policy.

Your right to have your information corrected or deleted

If you have an account with us, you have the right to have your information corrected or deleted. Please send your request to privacy@interactmedia.co.za and we will action it as soon as possible.

Your right to object to us processing your data

You have the right to ask us to stop processing your data, even where that processing is necessary for our legitimate interests (for example, where the processing is necessary for the legitimate commercial objectives we pursue in the course of our business), including the profiling we undertake to send you personalised offers, product recommendations, and similar content. You

have the right to object to any results of a processing activity that prejudice your rights and that are conducted exclusively through automated systems.

You also have the right to ask us to stop processing your data for direct marketing purposes, including any profiling we undertake for the purposes of direct marketing. We will in any case only send you marketing communications if you have previously agreed to this, but if you change your mind, you can easily unsubscribe from our marketing communications at any time by following the instructions included in these marketing communications.

Please note that if you have consented to receiving offers from our partners, our partners are responsible for taking account of your rights, including your right to opt out of receiving offers from them. You may, however, at any time opt out of receiving offers from third parties by logging in to your user account and changing the settings. If you had previously opted in, your personal data will cease to be transmitted to our partners from the time your request is processed.

Your right to have your data transmitted to another organisation

Where we hold personal information about you with your consent or for the performance of a contract with you, you have the right to ask us to provide you with the personal information we hold about you in a structured, commonly used, and machine-readable format and, where technically feasible, to transmit that data to another organisation.

Lodging a complaint

You have the right to lodge a complaint with the data protection authorities if you believe that we have not complied with applicable data protection laws. You also have a right to claim damages if processing of your personal information violates applicable data protection laws.

Changes to our privacy policy

We reserve the right to amend this Policy at our sole discretion without prior notice to you. Your continued use of our services or our websites following the posting of changes to these terms means that you consent to those changes.

Contacting us

If you have any queries regarding how we protect your data, then you may contact us at privacy@interactmedia.co.za

Please do not make this the last time that you read our privacy policy, as we will post any changes on this page. Significant changes will of course be notified to you by email.

The Data Protection Officer

IMD

13A Riley Road, Bedfordview

Johannesburg, 2007

SOUTH AFRICA