

SPOOKFISH AND/OR KENAI VISITOR MANAGEMENT PRIVACY POLICY

This Privacy Policy explains our views and practices regarding the collection, processing, use, disclosure and transfer of your information by us (the **Privacy Policy**). By accessing and/or registering to use and using our application(s) and services (**Our Services**), you accept and agree to this Privacy Policy.

1. INFORMATION WE MAY COLLECT FROM YOU

We receive and store information, including personal information, about you and your use of Our Services. This information is gathered in a number of ways, as further set out below. In this Privacy Policy, the term "personal information" has the same meaning as the meaning given to it in the Protection of Personal Information Act, 4 of 2013 (the **POPI Act**), as amended from time to time, and means, *inter alia*, information that can be used to uniquely identify or contact you. Any other information (non-personal information) is information that does not permit direct association with you. We may collect, process, use, disclose and transfer non-personal information for any purpose. You can choose not to provide personal information that we may request of you, but, in general, most of the personal information we request is required in order to provide Our Services fully, and the lack of such personal information may prevent us from doing so. We may collect and process the following personal information about you:

- 1.1 information that you provide by filling in forms on or through Our Services. This includes information provided at the time of registering to use Our Services. We may also ask you for information when you report a problem with Our Services;
- 1.2 biometric information relating to you, such as pictures of your face, for the purposes of enabling us to provide you with Our Services and to improve Our Services, including for the purposes of creating, updating and improving an aggregated facial data and personal information profile that will allow you to use Our Services and will allow you easier access the relevant premises;
- 1.3 details of your use of Our Services including, but not limited to location data, and other communication data, whether this is required for the purposes of us providing Our Services or otherwise;
- 1.4 information related to you and your use of Our Services, including but not limited to: your activity using Our Services, correspondence via or in relation to Our Services, and so forth;
- 1.5 a record of correspondence if you contact us;
- 1.6 information obtained from surveys that we may ask you to voluntarily complete from time to time, which we use for research purposes;
- 1.7 information posted by you on any forum pursuant to reviews of Our Services; and
- 1.8 any other information that may be necessary: (i) to carry out actions for the conclusion or performance of a contract to which you are a party; (ii) to comply with an obligation imposed on us by law; (iii) to protect your legitimate interest; (iv) to pursue a legitimate interest of ours or of a third party to whom the information is supplied.

2. **WHERE WE STORE YOUR PERSONAL INFORMATION**

The information that we collect from you may be transferred to, and stored at, a destination outside of South Africa. It may also be processed by staff members operating outside of South Africa who work for us or for one of our service providers (including but not limited to payment processors, cloud service or other IT providers, and other companies that provide services to us). Such staff members may be engaged in, among other things, the provision of the service or the provision of maintenance and support services. By submitting your personal information, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your information is treated securely and in accordance with this Privacy Policy and in accordance with the terms of the POPI Act, as amended from time to time.

3. **SECURITY**

- 3.1 We take information security seriously and use reasonable administrative, technical, physical and managerial measures to protect your personal information from unauthorised access. For example, we utilise an industry-standard protocol for certain of our transmissions, in order to encrypt certain personal information that is sent to us through the registration and sign up process.
- 3.2 Unfortunately, no security system can be guaranteed to be completely secure. Accordingly, although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted to or through Our Services, and any transmission is at your own risk. By using Our Services or providing information to us through any means, you agree that we can transmit your information for the purposes of providing Our Services to you and that we can communicate with you electronically regarding security, privacy, and administrative issues relating to your use of Our Services.
- 3.3 The device you use to register for Our Services will not store any of your personal information locally. Your personal information will be transferred to and stored in a country that has equal or better data protection laws and a level of protection in relation to personal information than there is in South Africa. This is better from a security perspective in many ways, but increases the amount of transmission involved in the provision of Our Services.

4. **USES MADE OF THE INFORMATION**

- 4.1 We use information and personal information held about you and other users in the following ways:
 - 4.1.1 to process your registration for Our Services and to communicate with you in respect of Our Services;
 - 4.1.2 to provide Our Services to you so that you will be able to gain easier access to buildings and business premises registered to use Our Services;
 - 4.1.3 to determine your general geographic location, to enforce the terms of this Privacy Policy, and to personalise Our Services and our marketing to better reflect particular interests, helping us to quickly and efficiently respond to inquiries and requests and otherwise analyse, enhance, administer or promote the service offering for you and other users;
 - 4.1.4 to carry out our obligations arising from any contracts entered into between you and us, if any;
 - 4.1.5 to allow you to participate in interactive features of Our Services, when you choose to do so;

- 4.1.6 to improve Our Services to you, which may entail the use of your personal information, including biometric information relating to you, in order to create, update and improve our models and technology (including to train our artificial intelligence models to accurately recognize you and other people) and to create, update and improve an aggregated facial data and personal information profile relating to you; and
- 4.1.7 to notify you about changes to Our Services, or to this Privacy Policy.
- 4.2 If you do not want us to use your information in this way, please tick the relevant box when registering or otherwise please contact us at james@spookfish.io. If you do not allow us to use your personal information in the abovementioned ways, we may not be in a position to provide Our Services to you and we will notify you of any other specific consequences.
- 4.3 We do not disclose information about users to our advertisers (if any) or any other third party but we may provide them with aggregate information or information in an otherwise anonymous form about our users (for example, we may inform them that 500 men aged under 30 have made use of Our Services on any given day).
- 4.4 In addition, we may use other companies, agents or contractors to perform services on our behalf or to assist us with the provision of access to Our Services to you. For example, we engage services providers to provide marketing, communications, infrastructure and IT services, personalise and optimise Our Services, process credit card transactions, provide customer service, collect debts, analyse and enhance data, including users' interaction with Our Services, and process consumer surveys. In the course of providing such services, these service providers may have access to your personal information. We do not authorise these service providers to use or disclose your personal information except in connection with providing the services we request of them.

5. **DISCLOSURE OF YOUR INFORMATION**

- 5.1 We may disclose your personal information if we reasonably believe that access, use, preservation or disclosure of such information is reasonably necessary to: (a) satisfy any applicable law, regulation, legal process, or governmental request; (b) enforce applicable terms of use, including investigation of potential violations thereof; (c) detect, prevent, or otherwise address illegal or suspected illegal activities, security or technical issues; or (d) protect against harm to the rights, property or safety of us, our users or the public as required or permitted by law. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction. In connection with any reorganisation, restructuring, merger or sale, or other transferring of assets we reserve the right to transfer information, including personal information, provided that the receiving party agrees to respect your personal information in a manner that is consistent with the Privacy Policy.
- 5.2 We will disclose your personal information to businesses, companies or organisations registered to use Our Services, for the purposes of facilitating your accessing the relevant premises you are visiting. This information will be gathered by our clients in the same way as it would be if you manually entered your details into a visitors' register when entering their premises including, *inter alia*, for their own client relationship management purposes. We will do our best to ensure, to the extent possible, that such entities adhere to the principles laid out in this Privacy Policy. We do not authorise or endorse any persons processing, using or disclosing your personal information in any way that contravenes this

Privacy Policy. Should you wish for our clients to refrain from using your personal information as provided by you when accessing their premises, you should check certain boxes or notify us when registering to use Our Services or notify us thereafter at james@spookfish.io.

6. **YOUR RIGHTS**

We will not process your personal information for third party marketing purposes without your express prior consent. Should we in future wish to engage in these activities, we will inform you if we intend to disclose your information to any third party for such purposes, and will only do so if we have obtained your express prior consent to do so. If you have previously consented to us doing so, you can exercise your right to prevent such processing by checking certain boxes when using Our Services, or by responding to the emails we send you in this regard, or by contacting us at james@spookfish.io.

7. **ACCESS TO INFORMATION**

7.1 The POPI Act gives you the right to access personal information held about you. Your right of access can be exercised in the manner set out in section 25 of the POPI Act read with sections 18 and 53 of the Promotion of Access to Information Act 2 of 2000, by submitting an access request to our information officer at james@spookfish.io. Any access request may be subject to a fee for meeting our costs in providing you with details of the personal information we hold about you. If you have a question regarding our privacy practices, or want to exercise your rights regarding your personal information, please contact us at james@spookfish.io.

7.2 We also give you access and the ability to update a broad range of information about your account, including your contact information and your communication preferences. If you would like us to update your information in any way, please let us know by contacting us at james@spookfish.io.

8. **CHANGES TO OUR PRIVACY POLICY**

We may, from time to time, make changes to this Privacy Policy. Any changes we may make to the Privacy Policy in the future will notified to you when you next use Our Services or by means of the contact details you provide us with, and shall be effective immediately.

9. **CONTACT**

9.1 Your personal information is controlled by us (address below), and we provide you with access to Our Services and are the responsible party (where applicable).

9.2 Our details are as follows:

9.2.1 Spookfish Proprietary Limited (registration number: 2016/122257/07)
Physical Address: 302 Protea Glen, Glenhof Road, Newlands, Western Cape, 7700
Email Address: james@spookfish.io]

9.2.2 Kenai Visitor Management Proprietary Limited (registration number: 2017/509297/07)
Physical Address: 108A Riepen Hall, 21 Riepen Avenue, Johannesburg, Gauteng, 2196
Email Address: james@kenai.co.za

- 9.3 We both collect and process your personal information as set out in this Privacy Policy, and any consent you provide in relation to such collection and processing is a consent relating to both of us. If you contact either of us or exercise your rights in relation to either of us, please also contact and, if applicable, exercise your rights in relation both of us, as we are not one and the same entity.
- 9.4 If you have questions concerning your account, please contact us at james@spookfish.io. If you have questions concerning this Privacy Policy, including the treatment of your personal information and/or our use of cookies and other technologies, please contact us via email at james@spookfish.io or at the following: james@spookfish.io.
- 9.5 This Privacy Policy was last amended on 12 June 2018.