PPM ATTORNEYS

ANNUAL TECH LAW SEMINAR

PRIVACY NOTICE

PPM
ATTORNEYS
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1. **Definitions and Abbreviations**

1.1. "**Consent**" means any voluntary, specific, and informed expression of will in terms of which permission is given for the Processing of Personal Information;

1.2. "**Data Subject**" means the person to whom Personal Information relates. In this Notice, Data Subject include Phukubje Pierce Masithela Attorney Incorporated's employees, guest speakers and Event attendees;

1.3. "**Data Privacy Regulator**" means the regulatory / supervisory authority overseeing Personal Information protection in relevant jurisdictions. This includes the Information Regulator of South Africa under the *Protection of Personal Information Act 4 of 2013* ("**POPIA**");

1.4. "**Event**" means the seminar / webinar you have registered to attend;

1.5. "**Notice**" means this Event privacy notice;

1.6. "**Operator/s**" means a person or entity who Processes Personal Information for a Responsible Party in terms of a contract or mandate, without coming under the direct authority of the Responsible Party. Examples of Operators may include the Event venue operator or technical personnel tasked with managing and handling the personal data of individuals participating in the Event;

1.7. "**Personal Information**" means information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person;

1.8. "**Process/Processing**" means any operation or activity or any set of operations, whether or not by automatic means, concerning Personal Information; and

1.9. "**Responsible Party**" means any public or private body or any other person which, alone or in conjunction with others, determines the purpose of and means for Processing Personal Information. Phukubje Pierce Masithela Attorney Incorporated is a Responsible Party.

2. **Introduction**

2.1. This privacy notice explains how your Personal Information will be collected, used, and protected when you attend our Event. It also outlines your rights under POPIA.

2.2. Phukubje Pierce Masithela Attorneys Incorporated ("**we**," "**us**" or "**our**") collects and processes the Personal Information of anyone ("**you**" or "**your**") who submits and/ or registers to attend our Event .

2.3. By reading our privacy notice, you will understand what we do with your Personal Information and how we intend to use it. It is important that you read and understand this Notice if you would like to participate in the Event.

3. **Personal Information We Collect**

3.1. "Personal Information" includes information that is able to identify you, which you probably want to keep private. South Africa's Constitution provides that everyone has the right to privacy. This includes the right to protection against the unlawful collection, retention, dissemination, and use of Personal Information.

3.2. We only collect and process your Personal Information if you have given us your consent. We ensure that the way we process your Personal Information complies fully with the *Protection of Personal Information Act*, 4 of 2013 ("**POPIA**").

3.3. For the purpose of managing event registration we will collect the following Personal Information from attendees:

3.3.1. full name;

3.3.2. organisation name;

3.3.3. email address; and

3.3.4. your photograph during the event if you provided your consent.

3.4. We collect and process your information for the following purposes:

3.4.1. event management – to manage your participation in the event; and

3.4.2. event documentation – we may take photographs during the event for future use on our social media platforms and for our internal records (<u>important</u> – please see paragraph 4 below in this regard).

4. **Your Rights Under This Privacy Notice**

4.1. You have the right to have your Personal Information processed lawfully. Your rights include the right:

4.1.1. to be notified that your information is being collected or that your information has been accessed or acquired by an unauthorised person e.g., where a hacker may have compromised our computer system (not that this has ever happened to us – touch wood!);

4.1.2. to find out whether we hold your Personal Information and to request access to your Personal Information;

4.1.3. to request us, where necessary, to correct, destroy or delete your Personal Information;

4.1.4. to object, on reasonable grounds, to the processing of your Personal Information;

4.1.5. to object to the processing of your Personal Information for purposes of direct marketing, including by way of unsolicited communications;

4.1.6. to not be subject, in certain circumstances, to a decision which is based solely on the automated processing of your Personal Information (except where we have prize draws at the Event where winners are selected by AI); and

4.1.7. to institute civil proceedings against us if you believe that we have interfered with the protection of your Personal Information.

4.2. If you believe that your Personal Information is not being processed in a manner that is fair or compliant with applicable laws, you are entitled to lodge a complaint with the Information Regulator at the contact details provided below:

Information Regulator of South Africa

Address: Woodmead North Office Park, 54 Maxwell Drive Woodmead, Johannesburg.

Telephone: 010 023 5200

Complete the prescribed POPIA form 5 Email for reporting security compromises: popiacomplaints@inforegulatro.co.za

4.3. You have the right to opt out of being photographed (especially if you are a CEO on

an unauthorised date with a colleague).

4.4. If you do not wish to be identified in any photos, please let us know during registration or upon arrival by selecting the appropriate lanyard. We will take all reasonable steps to ensure you are not photographed.

5. Where We Store Your Personal Information

5.1. We implement appropriate technical and organisational safeguards to protect the Personal Information collected in connection with the Event. These measures are designed to maintain the integrity and confidentiality of your data and to prevent it from being accidentally lost, misused, accessed without authorisation, altered, or disclosed. Security protocols include secure registration systems, access controls, and encrypted data transmission where applicable.

5.2. Access to your Personal Information is strictly limited to authorised personnel involved in the organisation and delivery of the Event, including employees, agents, and contractors who require such access to perform their duties. Any individual or entity processing your Personal Information on our behalf is bound by confidentiality obligations and operates under the terms of a formal data processing agreement. We routinely assess and update these measures to ensure continued compliance with data protection standards and to safeguard your privacy throughout the Event lifecycle.

6. How Long Do We Keep Your Personal Information?

6.1. We will keep your Personal Information for as long as is necessary for the purposes set out in this Notice. Once these purposes have been fulfilled, we may retain your Personal Information for a period that enables us to:

6.1.1. maintain records for analysis and/or audit purposes;

6.1.2. comply with record retention requirements under the law;

6.1.3. defend or bring any existing or potential legal claims; and

6.1.4. deal with any queries or complaints you may have.

6.2. We will delete your Personal Information when it is no longer required for these purposes. If there is any information that we are unable, for technical reasons or any other reason, to delete entirely from our systems, we will put in place appropriate

measures to prevent any further processing or use of the Personal Information.

7. **Non-Disclosure of Personal Information to Third Parties**

7.1. We will not share your Personal Information with any external service providers or third parties for business operations, marketing, or profiling purposes. Your data will be used solely for the administration and delivery of the Event and related internal functions.

7.2. We are committed to safeguarding your privacy and will not disclose your Personal Information to any law enforcement agency, regulatory authority, court, or other third party unless we are legally obligated to do so under applicable laws. Such disclosure would only occur in exceptional circumstances where it is strictly required to comply with legal obligations or to protect vital interests.

8. **Do We Share Your Personal Information with Parties Overseas?**

8.1. The Responsible Party and any appointed Operators will not transfer or disclose your Personal Information to recipients located outside of South Africa. All data collected in connection with the webinar will be processed and stored locally, and will not be shared with any foreign entities, whether within a corporate group or with external third parties.

8.2. We recognise that privacy regimes vary across jurisdictions. To ensure your Personal Information is protected in accordance with South African data protection laws, we have chosen to retain all data processing activities within the country and avoid any cross-border transfers.

9. **Change to this Notice**

9.1. We may modify or update this Notice from time to time. If we make any amendments to this Notice, we will notify you of the changes.

9.2. Where changes to this Notice will have a fundamental impact on the nature of the Processing or otherwise have a substantial impact on you, we will give you advance notice, so that you have the opportunity to exercise your rights (eg. to object to the Processing).

10. **Information Security**

We promise that we will secure the integrity and confidentiality of your Personal Information in our possession or under our control. We will do this by taking appropriate, reasonable

technical and organisational measures to prevent loss of or damage to or unauthorised destruction of your Personal Information, and unlawful access to or processing of your Personal Information.

11. **How to Contact Us**

11.1. If you have questions and/or comments about our privacy notice or need to protect any of your rights set out in this Notice, please contact our information officer at informationofficer@ppmattorneys.co.za or +27 (0)11 447 0934.

11.2. Our physical address is 13 St Andrews Road, Parktown, 2193, Johannesburg, South Africa.