

## Joburg City Theatres Privacy Policy

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This privacy policy sets out how Joburg City Theatres uses and protects any information that you give Joburg City Theatres when you use this website.

Joburg City Theatres is committed to protecting the privacy of the individuals we encounter in conducting our business. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

We may collect the following personal information:

- name and surname
- contact number and email address
- demographic information such as preferences and interests
- other information relevant to special offers and discounts

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping and audit purposes.
- We will email you breaking news about upcoming shows and special offers and discounts should you opt-in to receiving our newsletters
- Carry out market research and analysis, including customer satisfaction surveys.
- Identify you to anyone to whom you choose to send messages through the site.
- Resolve complaints, and handle requests for data correction.

### Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Joburg City Theatres will take appropriate technical, physical, legal and organizational measures, which are consistent with applicable privacy and data security laws. Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure please immediately notify us.

### Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## Controlling your personal information

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

If you believe that any information we are holding on you is incorrect or incomplete, please contact us as soon as possible. We will promptly correct any information found to be incorrect.

Personal Information may also be shared by you, on message boards, chat, profile pages and blogs, and other services on the website to which you are able to post information and materials. Please note that any information you post or disclose through these services will become public information, and may be available to the general public.

## Marketing Preferences

We will provide you with regular opportunities to tell us your marketing preferences, including in our communications to you. You can also contact us by e-mail at [Justine@joburgtheatre.com](mailto:Justine@joburgtheatre.com) or by writing to: The Customer Services Manager, P.O. Box 31900, Braamfontein, 2017 to tell us your marketing preferences and to opt-out.

If you no longer want to receive marketing-related e-mails from Joburg City Theatres on a going-forward basis, you may opt-out of receiving these marketing-related emails by clicking on the link to “unsubscribe” provided in each e-mail or by contacting us as above.

We aim to comply with your opt-out request(s) within a reasonable time period.

## Other Information we collect through the site

“Other Information” is any information that does not reveal your specific identity, such as:

- Browser information;
- Information collected through cookies, pixel tags and other technologies;
- Demographic information and other information provided by you; and
- Aggregated information

We may collect other information in a number of different ways, including:

Through your internet browser: Certain information is collected by most websites, such as your IP address (i.e., your computer’s address on the internet), screen resolution, operating system type (Windows or Mac) and version, internet browser type and version, time of the visit and the page(s) visited. We use this information for purposes such as calculating Site usage levels, helping diagnose server problems, and administering the Site.

Using cookies: Cookies are pieces of information stored directly on the computer you are using. Cookies allow us to recognize your computer and to collect information such as internet browser type, time spent on the Site, pages visited, language preferences, etc. We may use the information for security purposes, to facilitate navigation, to display information more effectively, to personalize your experience while visiting the Site, or to gather statistical information about the usage of the Site.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or reject cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Using pixel tags, web beacons, clear GIFs or other similar technologies: These may be used in connection with some site pages and HTML-formatted e-mail messages to, among other things, track the actions of Site users and e-mail recipients, measure the success of our marketing campaigns and compile statistics about Site usage and response rates.

From you: Some information (for example, your location or preferred means of communication) is collected when you voluntarily provide it. Unless combined with Personal Information, this information does not personally identify you.

By aggregating information: We may aggregate and use certain information (for example, we may aggregate information to calculate the percentage of our users who have a particular telephone area code).

#### Retention of Personal Information

Joburg City Theatres takes reasonable steps to ensure that the Personal Information we process is reliable for its intended use, and as accurate and complete as is necessary to carry out the purposes described in this Privacy Policy. Joburg City Theatres will retain Personal Information for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Joburg City Theatres will take all reasonable measures to protect the personal information of users. "Personal information" is defined as detailed in both the PAIA and POPI Acts. The PAIA and POPI Acts are available online at [www.gov.za/documents/acts](http://www.gov.za/documents/acts) .

If you have any questions about our use of your Personal Information you can e-mail: [Justine@joburgtheatre.com](mailto:Justine@joburgtheatre.com) or by writing to: The Customer Services Manager, P.O. Box 31900, Braamfontein, 2017

Joburg City Theatres may change this policy from time to time by updating this page. This policy was updated May 2024