

**PHYSICAL ADDRESS**  
STER-KINEKOR OFFICE PARK  
185 Katherine Street  
(Off Charles Crescent) Sandton,  
South Africa

**POSTAL ADDRESS**  
P.O. Box 76461  
Wendywood,  
2144,  
South Africa

**TELEPHONE:**  
+27 11 445 7700  
**WEB:**  
[www.sterkinekor.com](http://www.sterkinekor.com)  
**CONTACT CENTRE:** 0861 668 437



We at **Ster Kinekor Theatres** respect your right to privacy.

Where we refer to “personal information”, it means “personal information” as defined in the Protection of Personal Information Act, 4 of 2013 (“**POPI**”), and “personal information” shall be defined as detailed in the Promotion of Access to Information Act, Act 2 of 2000 (“**PAIA**”). Personal information includes any information about a person that can be used to identify a person directly or indirectly. It includes information like a name, an identification number, location information, an online identifier or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that person. POPI includes the personal information of juristic persons in its ambit – so we will protect the personal information of juristic persons in the same manner as any other person’s personal information.

Where applicable, this privacy policy applies in addition to any other agreement that you enter into with us, including any competition you enter into run by SKT.

For any comments or queries relating to this policy, please contact our Head of Legal and Compliance, Busisiwe Skosana at [busisiwes@sterkinekor.com](mailto:busisiwes@sterkinekor.com).

### **The personal information we collect**

We collect, amongst others, the following personal information:

- personal details, such as your name, email address or telephone number;
- billing information, such as relevant payment information and VAT registration number; and
- legally required information, which includes any additional information that the law requires from us to verify your identity.

### **How we collect personal information**

- Directly from you when you use our website or any of our services or if we request it from you.
- In limited instances, we collect personal information from third parties. We will only collect personal information this way where such information is publicly available or for legitimate business purposes.
- Through the use of cookies, which will mainly be used to identify visitors that return to our website. You can prevent us from doing this through a setting on your browser. Cookies only store information from your browser and cannot access data on your computer.

### **Use of your personal information**

We may use your personal information for any legitimate business purposes relating to our services and/or business activities. Some of the purposes for which we use your personal information include:

- responding to your queries posted on our website or emailed to us;
- onboarding you as a client/guest and verifying your identity (as required by law).
- providing you with our services;

- referring you to other service providers with your consent;
- improving our website and services by analysing certain information collected, including cookies and other related information;
- sending you information (in the form of our newsletter) and inviting you to events/competitions; and/or
- complying with our regulatory or other obligations.

### **Marketing**

When you become a client and /or guest, you will be added to our mailing list. We use this mailing list to send you important information about our business, the services we offer, cinematic developments, news and event invitations. You can also add yourself to our mailing list on our website.

You can unsubscribe from our mailing list at any time which will result in us no longer marketing to you. We include a link in every marketing communication allowing you to unsubscribe from marketing communication and you can email us to ask us to remove you from our mailing list.

If you unsubscribe from our mailing list and or subscription clubs, we may still contact you in other instances, such as in the course of providing you with services or to collect outstanding fees. In these instances, the relevant practitioner will contact you directly and not through the mailing list.

### **Sharing your personal information?**

We will only share your personal information for purposes of providing services to you or any other legitimate business purpose relating to our business activities, including but not limited to, the protection of our or your rights, complaints, marketing, or enforcing any agreement between us.

Where required for our business operations, we may share your personal information with our service providers. We only share information with service providers after we enter into an agreement with the service provider to regulate the way in which the personal information will be secured.

Where the law requires us to do so, we may also share your personal information with third party service providers, agents, contractors, employees, law enforcement agencies or business affiliates. We will only share your personal information in these instances where it is necessary for us to do so and only to the extent that your personal information is needed for such third parties to perform their services or obligations.

### **Will we send your personal information trans-border?**

We may transfer your information cross border for our legitimate business purposes, such as for cloud storage and for our billing practices. All information transfers will comply with the applicable laws.

### **Security**

We will take all reasonable steps to ensure that your personal information is protected. We protect and manage personal information that we hold about you by using electronic and computer safeguards like firewalls, data encryption, and physical and electronic access control to our buildings. We only authorise access to personal information to those employees who require it to fulfil their designated responsibilities.

### **Links on our website**

We may include links to other third-party websites which do not fall under our supervision. We cannot accept any responsibility for your privacy or the content of these websites, but we display these links to make it easier for you to find information about specific subjects.

**Right to object**

You may, on reasonable grounds, object to us using your personal information. If you object, we will stop using your personal information, except if the law allows its use.

**Limitation of Liability**

SKT accepts no liability whatsoever for any loss, damage (whether direct, indirect, special or consequential) and/or expenses of any nature whatsoever which may arise as a result of, or which may be attributable directly or indirectly from information made available on these pages or links, or actions or transaction resulting there from. The Laws of the Republic of South Africa will govern all terms and conditions of any services contained in these pages. Should you request services through the SKT Website you hereby consent and submit to the jurisdiction of the South African courts regarding all proceedings, actions, applications or the like instituted by each party against the other, and in any way arising from any stated terms and conditions.

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