

Welcome to Brandbook, one of the most used mobile shopping companions in the world. We are focused on helping millions of users get rewarded, discover the best products and best deals, and have a better experience in the store. We greatly respect your privacy, and this policy is designed and created in that spirit. In order to provide our service to you when you are shopping, we need data from you; otherwise we cannot give useful offers and ways to earn rewards, which match the environment or location you are in, and that match the preferences you have. Our commitment to you is that whenever we collect and process data from you, we will do so to make the Brandbook experience better and better for you. In this document, we provide our Privacy Policy to you to inform you in more detail of our policies and procedures regarding the collection, use, and disclosure of the information that we collect and receive from users of our Services. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our [Terms of Service](#). This Privacy Policy applies to information that is provided or collected through all the Services provided by Brandbook, (together, and with their parent corporations, other subsidiaries and affiliates, “Brandbook,” “we,” or “us”).

What Information Do We Collect?

Personal Information You Provide To Us

When you use the Brandbook website (“Website”), the Brandbook mobile application (“Application”) or any of Brandbook’s services (the “Services”) (together, the Website, Application and Services are the “Brandbook Program”), we may ask that you provide us with some personally identifiable information—information about you that can be used to contact or identify you (“Personal Information”). Personal Information that we might collect may include things like your name, mobile phone number, other phone numbers, email address, home address, and, if you elect to participate in certain parts of our Services, bank account numbers, and other information you supply to us concerning your preferences and interests expressed in the course of using the Services.

Non-Personally Identifiable Information

When you use our Services (either on your mobile phone/device through the Application or through other devices), our servers may (i) automatically record information that your mobile phone/device sends or transmits, including your device type, your device ID number (for example, your UDID), user settings, your geographical location (if you consent to that) and information about your use of the Services such as offers viewed and/or used, stores visited, information you entered, (ii) record which search terms you used, or which referring/exit pages brought you to our page, and date/time information, (iii) record certain non-personally identifying information record information provided by you, such as your gender or date of birth, (iv) record, determine or use information about or from another content delivery platform, and (v) record information derived from such above information and other sources such as entries and offers viewed on our website or on our social media presence, or information provided by third parties. In addition, the Application and Services include geolocation and location presence awareness technology and functionality intended to make the Application useful at particular locations. To do that, we may use the signal of our “storebeacon” or Brandbook beacon presence

technology devices (or another geolocation or presence technology), which are located in various locations, for example, in a store. Those devices broadcast signals that can be received by a phone on which the Application is installed and if consent is given to receive such notifications. When the phone receives the beacon signal, the Application alerts you to available reward Brandpoints or an item previously liked at that store or other information we deem useful. To make the Application and Services operate better, Brandbook may also collect other information based on beacon signals, for example, the strength of the signal between the beacon and the phone, the duration the phone is near the beacon, or the battery level of the beacon itself, including when the Application is in the background or not running (collectively, “Non-Personally Identifiable Information”).

Cookies, Pixels and other Usage Data

We may use “cookies” (a cookie is a small data file that is kept in your device’s memory for record-keeping purposes), and/or other storage on your device to help us collect, maintain, and use this information, for two purposes. First, to make the interactions easier and more personalized for you, we may utilize persistent cookies to save information relating to your Account and/or activity for future interactions with the Services. Second, to better understand how you interact with the Services and to monitor aggregate usage by Brandbook users and web traffic routing on the Services, we utilize session ID cookies to enable certain features of the Services. Third party advertisers on the Services may also place or read cookies on your browser. At any time, you can instruct your browser, by changing its options, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. Please understand that if you do not accept cookies, you may not be able to use all portions or all functionality of the Services. We may also use data collection tags or directives such as “pixel tags,” JavaScript scripts, API calls, or similar means (individually or collectively, “Usage Tracking”) in combination with cookies and the demographic or psychographic data we have collected, and with third-party analysis partners, to analyze usage patterns of users anonymously and to serve advertisements to you that are tailored based on our analysis of what we believe you would respond favorably to in light of the information that we have collected or accessed about you as described above. A pixel tag is an electronic image, often a single pixel and often transparent, that is placed on a web page and may be associated with cookies on your hard drive. Usage Tracking allows us to count users who have visited certain web sites and pages within web sites, or used applications or features, to analyze the behavior of users of our web sites and application, in order to improve the web sites and application, and to personalize and determine the effectiveness of promotional or advertising campaigns.

Information from Third Parties

We may also receive information about you from merchants or other third parties subject to the limitations of the privacy policies of those third parties.

How Do We Use the Information?

Subject to the restrictions described in this Privacy Policy and applicable law, we use information about our users only for purposes related to Brandbook's business, including to communicate with you, to provide you information about Brandbook's products and services, to respond to your requests, to update our Brandbook Program and other offerings, to improve the content and user experience on the Application, to help you and others discover more about products and services, to let you know about offers of interest from Brandbook, and to prepare and perform demographic and if permitted by the applicable Transaction Provider, benchmarking, advertising, marketing, performance and promotional studies.

Personal Information

We use Personal Information for the following purposes: (i) to administer the Services, (ii) to provide, improve and optimize the Services, (iii) to personalize your experience, (iv) to provide you with software updates and/or product announcements, (v) to better understand users' needs and interests, and (vi) to provide you with further information and offers from us that we believe you may find useful or interesting, such as targeted advertising (if permitted by the applicable Transaction Provider) and promotional campaigns. In order to contact you more efficiently, we may at times contact you through email, push notifications, through the Application, via text or SMS, or autodialed or prerecorded message calls or text messages at the telephone number(s) you have provided us. You must give consent to receive such autodialed or prerecorded message calls. Standard telephone minute and text charges may apply.

Non-Personally Identifiable Information

We may use Non-Personally Identifiable Information for a variety of purposes. We may analyze trends through aggregated demographic and other information about users. We may also share this Non-Personally Identifiable Information with our preferred merchants or other 3rd parties to allow them to assist us in delivering tailored advertisements, promotions, sweepstakes, discounts, and other incentives to you when you use the Services. For example, a merchant may want to offer a discount on its products to a certain audience (for example, men ages 18-34) or audience segment (for example, women ages 25-40 who have viewed certain content). If the Non-Personally Identifiable Information that we have collected about you meets this description, you would be able to view and use the discount offered by this merchant.

In addition, the geolocation and location presence information is used for other services, including but not limited to offering reward Brandpoints based on presence in a store, providing a reminder of items previously liked at the store, showing the highest-rated deals at the store, or showing what is on sale or interesting in a certain area. To offer those benefits, we use the signal of our beacon presence technology devices (or another geolocation or presence technology) which are located in various locations, for example, in a store. Those devices broadcast signals that can be received by a phone on which the Application is installed. When the phone receives the beacon signal, if the Non-Personally Identifiable Information that we have collected about you is applicable, you would receive a message, for example, about available reward Brandpoints or an item previously liked at that store. To avoid geolocation data from being used

or received by Brandbook while the Application is in the background or not currently running on the phone, you can switch off notifications near or at stores in the Settings of the Application at any time.

Loyalty Partners

If you have entered a store loyalty card number of a participating store or elected to take advantage of an incentive being offered by select merchants or 3rd parties by providing the merchant or 3rd party with identifying information (which may include Personal Information) at the point of sale, to enable the merchant or 3rd party to verify that you have a Brandbook account (each a “Loyalty Partner”), you must consent to share personal information with that Loyalty Partner to take advantage of the offer. You are not required to grant such permission in order to use the other Brandbook Services. The Personal Information you provide to the merchant or 3rd party in this context will only be used by the merchant or 3rd party to record the transaction you make at the time you are redeeming an offer, and the merchant or 3rd party will then share the transaction information with us. Any Personal Information used in this context will be bound by this Privacy Policy. If you do not wish to share Personal Information with a merchant, you can choose not to provide your store loyalty card number and not to take advantage of the offer when entering into transactions with that merchant.

When Do We Share Information?

Brandbook will not disclose any Personal Information to third parties except in limited circumstances which are set out below. Before Brandbook begins to transfer Personal Information to any third party acting as our agent, we will confirm that they have adopted, are subject to, or are contractually obligated to comply with the principles and objectives of this Privacy Policy.

i) In these scenarios: Examples of the limited scenarios where Brandbook may disclose Personal Information to third parties are: (a) with your knowledge and consent; (b) as described in this Privacy Policy; (c) as may be required by law, regulatory authorities, or legal process; (d) as permitted to protect the rights, property, safety, confidentiality, or reputation of Brandbook or its users (e) to enforce our terms and conditions; (f) to prevent fraud or cybercrime; or (g) to permit us to pursue available remedies or limit the damages that we may sustain.

ii) Select Merchants and Loyalty Partners: . When you scan and send receipts to Brandbook you agree that Brandbook may use that data to award Brandpoints, deduct Brandpoints, validate offer eligibility, enable offer redemption, and/or provide reporting to select merchants and other third parties. If you elect to participate and provide consent to share your Personal Information, we may share personal information with our Loyalty Partners.

iii) Group Companies: We may share personal information with our affiliated, parent or group companies so that they may use personal information for the purposes described in this Privacy Policy, to provide the additional services of those group companies, and for the purposes of connecting you to users of the other websites operated by the group companies. Brandbook remains responsible for the management of this information. Additionally, as our business

continues to grow and change, we might restructure, buy, or sell subsidiaries or business units. In these transactions, customer information is often one of the transferred assets, remaining subject to promises made in then prevailing privacy policy. Also, in the event that Brandbook, or substantially all of its assets or stock are acquired, transferred, disposed of (in whole or part and including in connection with any bankruptcy or similar proceedings), personal information will as a matter of course be one of the transferred assets.

iv) Third-Party Service Providers: Under the protection of appropriate agreements, we may disclose personal information to third party service providers we use to perform various tasks for us including for the purposes of data storage, consolidation, retrieval, analysis, or other processing, as well as effective management of customer information and to help us communicate with you. These third parties are only given access to that information needed to perform their support functions, and are prohibited from using it for other purposes. These third parties include affiliated and unaffiliated service providers in the Republic of South Africa.

v) Non-Personally Identifiable Information: We may share with third parties or the public (e.g., through white papers or press articles) aggregated information in a form that does not disclose your Personal Information, nor be reasonably likely to allow you to be personally identified, for industry analysis, demographic profiling and similar purposes. We share this aggregated information so that merchants or other 3rd parties also understand how interested our users are in their products and services, so that they may also provide you with an optimal online experience, and so that additional retail or brand partners can see the opportunity in Brandbook and may also become partners and further enrich the Services and offers for our users.

How Can I Change or Delete My Personal Information?

You may review, update, correct or delete your Personal Information in your registration profile by contacting us or by making the appropriate modifications in your Account preferences. You can also make changes in the Application by clicking on Settings and making changes. If you completely delete all such information, then your account may become deactivated. If you would like us to delete your Account and/or remove your records from our system, please contact us and we will delete your account within 45 days if we do not have any legal obligation to retain the record.

Security

We employ administrative and electronic measures designed to safeguard and protect your information from unauthorized access and disclosure. In addition, we periodically review and enhance our security and privacy practices as needed. While we cannot guarantee that loss, misuse or alteration of data will not occur we use commercially reasonable efforts to prevent this. It is also important for you to guard against unauthorized access to your passwords and the unauthorized use of your computer.

International Data

If you are outside the Republic of South Africa, your information will be stored and maintained on computers located outside of your, province, country or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. Our Privacy Policy and its protection applies to your data. If you are located outside the Republic of South Africa and choose to provide information to us, Brandbook collects Personal Information in the Republic of South Africa and processes it there. Your submission of such information represents your agreement to this collection, storage and processing.

Sweepstakes and other Promotions

We may occasionally run contests, surveys, or other special promotions in which we ask you for personal information (like an email address or name) or demographic information (like address, age, or income level). We use this data to run the contests or promotions and send users promotional material about our company or third parties we deal with. Participation in these surveys or contests is completely voluntary and you therefore have a choice whether or not to disclose this information. The participant's contact information is also used to contact him or her when necessary and may be shared with other companies for promotional purposes, but only with your prior permission and under the terms and conditions specified when you take part in the promotion. At any time, you may opt-out of receiving future mailings of this kind by following the unsubscribe instructions in each promotional communication, or simply decline to take part in the promotions.

Links to Other Sites

Our Services may contain links or API's (e.g. data or content exchange interfaces) to external services or websites of other companies or merchants. If you choose to select or click on a button, banner ad, or other type of third party link, you will be directed to that third party's resources. The fact that we may link to or incorporate a merchant's services, functionality, or website, or present a banner ad or other type of advertisement, is not an endorsement, authorization or representation of our affiliation with that third party, nor is it an endorsement of their privacy or information security policies or practices. We do not exercise control over third party services, functionality, websites or other resources, including their use of personal information, and you should exercise caution when deciding to disclose any personal information to a third party. We encourage you to read the privacy policies or statements of the other websites you visit to learn more about their privacy practices. These other parties may place their own cookies or other files on your computer or device, collect data or solicit personal information from you.

Children's Information

The Services are not directed to children. We do not knowingly collect personally identifiable information from children under 13. If a parent or guardian becomes aware that his or her child has provided us with Personal Information without their consent, please contact us. If we become aware that a member is under the age of 13 and has provided us with Personal Information without verifiable parental consent, we will delete such information from our files.

Changes to this Privacy Policy

We are committed to complying with all applicable laws and regulations governing the collection and use of personal information. From time to time, Brandbook will review its collection, use, and disclosure practices in order to assure that we are complying with our Privacy Policy and all applicable laws and regulations. If we decide to change our Privacy Policy, we will issue an updated version of this Policy with an updated date legend and/or notify you via email, via the Websites or mobile applications or by other appropriate means prior to the change becoming effective if it is a significant change. You should review this Privacy Policy regularly to ensure you are familiar with any changes to it. If you do not consent to any changes to our Privacy Policy and as a result you would like us not to use or hold personal information about you in accordance with the revised terms, you may notify us here so we can discontinue your account.

How Can I Contact Brandbook?

We are always trying to make Brandbook's services better. If you have any questions about this Privacy Policy or would like to change your email unsubscribe setting, please contact us at myprivacy@thebrandbook.co.za. Our office is located at 1 Mark Shuttleworth Street, Innovation Centre, Lynnwood, Pretoria 0087.

We hope you will enjoy using Brandbook.

Last Updated: June 28, 2017.