

# THE SHARKS (PTY) LTD PRIVACY POLICY

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Thank you for visiting our website. At the Sharks (including all of our related entities), we are committed to protecting your privacy and security. This privacy policy tells you how we use your personal information collected at this site, and other Sharks platforms; so please read this privacy policy carefully before using the site or submitting any personal information to us.

By using the site, you are accepting the practices described in this privacy policy. These practices may be changed/updated in the future, any if so, any changes will be updated here and a notification of any update will be made evident on the home page of our website/applications. You are encouraged to review the privacy policy whenever you visit the site to make sure that you understand how any personal information you provide will be used – particularly in the event that there has been an update. Note, the privacy practices set forth in this privacy policy are for the Sharks website and applications only. If you link to other 3<sup>rd</sup> party web sites from our site, please review the privacy policies posted at those sites as these do not fall within our control.

## COLLECTION OF INFORMATION

We collect personally identifiable information, like names, postal addresses, email address, telephone numbers and payment information if you purchase anything online or physically in store (such as apparel or tickets). This information is collected when voluntarily submitted by you/our visitors. The information you provide is used to fulfill your specific request. We will only ever request the information about you which is essential to give effect to your request.

## HOW WILL WE USE YOUR INFORMATION?

All personal information that we obtain about you will be recorded, used, and protected by us in accordance with current data protection legislation and this privacy policy. We will primarily use your personal information to:

- provide our products and services to you,
- communicate with you in the event that any products or services you have requested are unavailable,
- for record keeping purposes,
- to carry out market research so that we can improve the products and services we offer,
- to track activity on our website and
- to notify you of all Sharks news, fixtures, tickets, merchandise, player information and sponsor benefits that we may think will be of interest to you.

We will not sell your information to any third parties; including any corporate entities associated with the Sharks.

## THIRD PARTIES ASSOCIATED WITH THE SHARKS

The Sharks employs other companies and individuals to give effect to certain services made available through our websites and applications. For example:

- TicketPros, a separate ticketing-services company, processes the purchase of tickets both on-line and at the Sharks ticket office;
- Coffee Creative Studio, a third party marketing agency, administers and runs our website, digital newsletter subscriptions, digital magazine and social media accounts on behalf of the Sharks;

- 321 Recruit developed and now runs and maintains our Sharks Schools and Clubs Application.

These third parties, amongst others, will have access to your personal information for the purposes of carrying out this work on our behalf only. They will not use the information for any other purpose whatsoever.

## **COOKIES / TRACKING TECHNOLOGY**

Cookies are small pieces of information stored by your internet browser on your device's hard drive. Our Sites may use cookie and or other tracking technology depending on the features offered. Cookies are useful to us because they help gather information such as browser type and operating system, tracking the number of visitors to the Site, and understanding how visitors use the Site. Please note, however, that your personal information cannot be collected via cookies alone, unless you previously provided personally identifiable information on the site, cookies may then be tied to such information. Please note that you may easily change your browser settings on your personal computer or device to refuse the storing of cookies.

## **DISTRIBUTION OF INFORMATION**

The Sharks may share information with government bodies or other companies assisting us in fraud prevention or investigation. We may do so only in the event that we are permitted or required by law; or, in the event that we are trying to protect against or prevent actual or potential fraud or unauthorized transactions; or if we are investigating a fraud which may have already taken place.

## **MAILING LISTS AND SPECIAL OFFERS**

The Sharks' commercial strategy is designed to maximize our reach to our supporters. Accordingly, we will use some of your personal information which you provide to us to offer customers, fans and website users a diverse range of Sharks and sponsor services, products and specials. The Sharks will contact you in a number of ways, including by email, text message, and video message and telephone call.

Please note, however, that you are under no obligation to do anything with the offers communicated to you. If you prefer not to be contacted by us regarding these offers, you can opt out or by writing to us by email (details provided in "contact us" below), or you can unsubscribe by clicking on the 'unsubscribe' link in our communications. Please note, if you do opt out of receiving information, we will be unable to keep you informed of new services, products, events or special offers that may interest you.

## **RIGHTS TO ACCESS PERSONAL INFORMATION**

You have the right to receive a copy of the personal information that we hold about you, which we will supply to you on request.

## **YOUR CONSENT**

By using our website and applications, you consent to the collection and use of the information provided as more fully described above. Should we amend or update our privacy policy, we will do so here. We will further endeavor to communicate the amendment via email to all those for whom we have an email address. Please note that we take all reasonable steps to ensure the protection of your personal information, however, because of the nature of the internet, we cannot absolutely guarantee the safety your personal information. You acknowledge that there is always an inherent risk in posting your personal information online and by using our site you agree to agree not to hold us responsible for any breach of security, unless the Sharks have been the direct cause thereof.

Please note if you are under 18, you are not permitted to use our website or associated services without parental consent.

Contact us

If you have any comments, queries or require further assistance we can be contacted on:  
[info@thesharks.co.za](mailto:info@thesharks.co.za)