



Pernod Ricard South Africa  
FOUNDATION

**THE PERNOD RICARD SOUTH AFRICA FOUNDATION ONLINE PRIVACY POLICY**

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<b>Implementation date:</b>	15 July 2021
<b>Date of last review:</b>	30 June 2023
<b>Date of next review:</b>	01 July 2024
<b>Related policies:</b>	The Foundation Cookies Policy PAIA Manual



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### 1. INTRODUCTION

This document sets out the policy The Foundation South Africa Foundation (“the Foundation”), in its role as Responsible Party, respects your right to privacy when you use our digital media (such as our websites, our mobile applications, our pages on the social network, any online forms to register to our events) and communicate electronically with us.

### 2. OBJECTIVES

The purpose of this Privacy Policy is to inform you how the Foundation, a limited company duly incorporated in accordance to South African laws, with its registered office at Building 6, Country Club Estate, 21 Woodlands Drive, Woodmead, Johannesburg and its affiliates (all together "The Foundation", "we," or "our") collect, store, use and process your Personal Information provided through any digital media operated by the Foundation (“Digital Media”).

### 3. SCOPE

Policy should apply to all users of the Foundation Digital Media.

### 4. PERSONAL INFORMATION GATHERED ABOUT YOU AND HOW WE COLLECT IT?

Personal Information is collected only for the purposes set out in Section 3 below and each time you participate in any of the features or services offered by our Digital Media.

The types and amount of information collected for the above-mentioned features and services may be updated and vary depending on the activities of the Foundation, but we collect the following categories of Personal Information:

- name and surname;
- contact number and email address;
- physical address;
- date of birth; and
- preferences.

Subject to applicable law requirements, we may use a variety of technologies that collect and provide information about how our Digital Media is accessed and used by you. We may also use demographic information about the users of our Digital Media, which we may obtain from third parties such as Google or social media that you use (“Usage Information”). Usage Information may consist of the pages you viewed, the time you viewed them, which beverage information or other content you accessed or provide, in what language, including demographic information about you (such as your age, gender and interest areas, where available) and what pages you looked at before viewing the current page, etc.



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### 5. HOW AND WHY DO WE USE TRACKING TECHNOLOGIES?

The Foundation uses tracking technologies such as cookies, IP Addresses or Log files. Tracking technologies help us tailor our Digital Media to your personal needs.

- We use cookies to better understand how visitors use our Digital Media and the tools and services offered and improve their use and functionality. Subject to your consent where required by applicable law, our Digital Media use cookies and similar technologies (“cookies”). Cookies are small files that are placed on your device that serve a number of purposes like letting you navigate between pages efficiently, remembering your preferences, and generally improving your experience. The use of cookies on our Digital Media allows you to enjoy more seamless visits and more accurately measures your behaviour on our Digital Media. You can learn more about the cookies we use and how you can disable cookies in the Foundation Cookies Policy.
- An IP address is a number that is used by computers on the network to identify your computer every time you log on to the Internet. We may keep track of Internet Protocol (IP) addresses to (among other things): (i) troubleshoot technical concerns, (ii) maintain website safety and security, (iii) restrict access to our Digital Media to comply with applicable law or contractual restrictions, and, (iv) better understand how our Digital Media is used.
- We (or a third party on our behalf) may collect information in the form of logs files that record activity on the Digital Media and gather statistics about users' browsing habits. These entries are generated anonymously, and help us gather (among other things) (i) a user's browser type and operating system, (ii) information about a user's session (such as the URL they came from, the date and time they visited our Digital Media, and which pages they've viewed on our Digital Media and for how long), and, (iii) other similar navigational or click-stream data. We also use information captured in log file for our internal marketing and demographic studies, so we can constantly improve and customize the online services we provide you. Log files are used internally only, and are not associated with any particular user.

### 6. FOR WHAT PURPOSE DO WE USE YOUR PERSONAL INFORMATION AND BASED ON WHICH LEGAL GROUNDS?

We collect information about you to:

- **Respond to your request of service or for the performance of a contract**
- When you register or sign-up in our Digital Media (mobile app, websites, social media, etc.), your Personal Information is used to provide you with the relevant features and services you subscribe to, and to offer you the benefits and privileges that typically come along with your registration (e.g. receiving the communications you select at the time of registration, being invited to events, participating in a sweepstake, etc.).
- **When you purchase products on our websites:** we use your Personal Information to manage your order and deliver your products. We can also implement technical solutions to detect fraudulent payment and secure the payment of your purchases on our websites.
- **Send you transactional or administrative communications:** (e.g. confirmation email when you sign up for, or unsubscribe from, a specific registration or activity), as well as certain service-related announcements (e.g., notices about updates to our



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privacy notices, discontinued features or programs on our Digital Media, changes to our online services or technical support policies, or other related changes)

- **Allow us to send you marketing information when you consent:**
- In addition to the purpose for which you submitted your Personal Information, you may also be given the option (through a check box or otherwise) to have your Personal Information used for an activity or service different from the primary activity or service that you are requesting. For example, if you are signing up for a contest or other promotion, you may also be invited to sign up for newsletters or alerts from our Digital Media hosting the promotion or from other websites. If you choose to receive these additional services, we will use your Personal Information to provide them to you.
- When you use the “*Send to a friend*” feature: this Personal Information is used only once to send the communication and is not further retained by us, as appropriate according to local law.
- When you use a QR Code or equivalent feature displayed on The Foundation products: we use your Personal Information to send you more information on the products where the QR code or equivalent feature is displayed or other products.
- **Because it is also the Foundation legitimate interest to better serve you:**
- Subject to your consent when required, we may occasionally combine, update, or otherwise enhance the Personal Information collected through our Digital Media with data we receive from outside records or third parties. For instance, we may combine purely demographic or survey information (e.g. age, gender, household information, and other interests, etc.) not linked to any Personal Information about you with Personal Information collected through our offers (such as during account registration).
- We may use the combined above-mentioned information and/or demographic information for our internal marketing and demographic studies and to constantly improve, personalize, and customize the products and services we provide you to better meet your needs. Some of the tools we use may involve automated individual decision-making subject to applicable law.
- Feedback, questions, or comments through our “Contact Us” form and our “Tell Us” Compliance reporting system: if you contact us via an online contact form, your Personal Information is used to respond to your inquiry or comment.
- We will ensure that your Personal Information remains accurate and up-to-date and avoid duplication in our database, by verifying each of your interactions with us and/or one of our affiliates to ensure your Personal Information is still accurate or needs to be completed or updated with the additional information you will have provided.
- We may conduct profiling based on monitoring your browsing activities on our Digital Media to better understand your preferences and centre of interests and adapt our marketing communications to your profile, unless you object in the conditions set forth in Section 11 of this Privacy Policy.

The Foundation may process Personal Information involving automated decision making, including for the performance of a contract (e.g. avoid fraudulent payment) or subject to your explicit consent, to better serve your needs in accordance with your preferences.

Please note that the automated tools used are regularly checked to ensure that the Personal



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Information is processed fairly. Specific measures such as data minimization are implemented when creating profiles. You are invited to express your point of view through the right of access described above. You can also object the result of the automated decision by sending an email to the contact details in Section 13 below.

### **7. WHAT HAPPENS IF YOU DO NOT WISH TO PROVIDE YOUR PERSONAL INFORMATION?**

Your supply of Personal Information is voluntary. If you choose not to submit any Personal Information when requested, you may not be able to participate in certain activities and personalized features, other Digital Media services and special services offered to you may be limited. For example, if you refuse to share your email address, you will not be able to receive our newsletters or otherwise register on our Digital Media. However, to simply browse our Digital Media and learn more about The Foundation and our products, you do not need to give us any Personal Information. In any event, we will always inform you of the Personal Information that is necessary in order to benefit from a service.

### **8. TO WHOM DO WE DISCLOSE YOUR PERSONAL INFORMATION AND WHY?**

- **Within the Foundation Group**

The Foundation may share for the purposes mentioned in Section 4 your Personal Information within the Foundation Group, including its affiliates worldwide.

- **With third parties**

The Foundation may also share your Personal Information with third parties, but only in the following circumstances:

- For marketing purposes if you gave us your consent.
- For support purposes: We may use service providers, agents or contractors to provide support for the internal operations of our Digital Media and to assist us with administering them or the various functions, programs and promotions available on it. Any such third party shall at all times provide the same levels of security for your Personal Information as the Foundation and, where required, are bound by a legal agreement to keep your Personal Information private, secure and to process it only on the specific instructions of the Foundation;
- For joint and co-sponsored programs and promotional purposes: When we run a joint or co-sponsored program or promotion on our Digital Media with another company, organization, or other reputable third party; and, as part of this event, collect and process Personal Information, we may share your Personal Information with our partner or sponsor, subject to your consent when required. If your Personal Information is being collected by (or is shared with) a company other than the Foundation as part of such promotion, we will let you know this at the time your Personal Information is collected;
- For litigation and safety purposes: We may also disclose your Personal Information if we are required to do so by law, or if in our good faith judgment, such action is reasonably necessary to comply with legal processes, to respond to any claims, or to protect the safety or rights of The Foundation, its customers, or the public; and
- In the event of a merger or acquisition of all or part of the Foundation by another company, or in the event that the Foundation were to sell or dispose of all or a part of the Foundation business, the acquirer would have access to the information maintained by that the Foundation business,



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which could include Personal Information, subject to applicable law. Similarly, Personal Information may be transferred as part of a corporate reorganization, insolvency proceeding, or other similar event, if permitted by and done in accordance with applicable law.

### **9. IS YOUR PERSONAL INFORMATION SENT TO RECIPIENTS LOCATED IN OTHER COUNTRIES AND WHY?**

The Foundation may transfer your Personal Information across international borders. It may be transferred to countries that have a different level of data protection laws than the one existing in the country from where you submitted your Personal Information. Your Personal Information may also be transferred between different companies of the Pernod Ricard Group located in different countries. The Foundation takes the appropriate measures to maintain security of the Personal Information both during transit and at the receiving location by implementing contractual clauses as set out by the European Commission, in accordance with applicable law.

Our main service providers for the operation of our Digital Media are based in the United States. Such service providers are bound by a contract that ensures a high standard of privacy protection and requires (amongst other provisions) that they act only on The Foundation instructions and implements all technical measures necessary on an ongoing basis to keep your Personal Information secure and confidential.

### **10. HOW DO WE SECURE YOUR PERSONAL INFORMATION?**

The Foundation takes all necessary technical and organizational measures to protect the confidentiality and security of your Personal Information collected from this website and/or our applications, including sensitive Personal Information. These efforts include but are not necessarily limited to: (i) storing your Personal Information in secure operating environments that are not available to the public and that are only accessible to authorize the Foundation employees, and our agents and contractors; and, (ii) verifying the identities of registered users before they can access the Personal Information we maintain about them.

### **11. WHAT ARE YOUR RIGHTS REGARDING YOUR PERSONAL INFORMATION?**

- If your Personal Information has been processed on the basis of your consent, you can withdraw your consent at any time, without impact on lawfulness of processing based on consent before its withdrawal.
- You can request to access your Personal Information.
- You can request to correct or delete your Personal Information if it is inaccurate, misleading, incomplete, excessive or out of date.
- You always have the option not to share any of your Personal Information with us. If you choose this option, you may be limited in the activities and features we can provide you.
- You have the right to object to the processing of your Personal Information by us, at any time, for direct marketing purpose, for marketing purpose based on profiling, or if the data processing is based on the legitimate interest of The Foundation (except if we can demonstrate compelling legal grounds for the processing).
- You are able to exercise any of your rights above by making a request in using the details below or by following the procedure set forth in our PAIA Manual.



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### 12. HOW WE TREAT CHILDREN'S PERSONAL INFORMATION?

Our Digital Media are not intended for children under the legal drinking age ("Minor"), so we do not knowingly collect personal data from Minors. You must be at least eighteen years old to create an account and engage in activities and transactions on our Digital Media. If we are notified or learn that a Minor has submitted Personal Information to us through our Digital Media, we will delete such Personal Information.

### 13. HOW CAN YOU CONTACT US OR THE RELEVANT SUPERVISORY AUTHORITY?

If you have any questions, complaints, or comments regarding this Privacy Policy or our information collection practices, please contact us by writing to:

Pernod Ricard South Africa Foundation  
Building 6, Country Club Estate,  
21 Woodlands Drive, Woodmead,  
2191

or sending an email to: [gaetan.magdelain@pernod-ricard.com](mailto:gaetan.magdelain@pernod-ricard.com) and [prsalegal@pernod-ricard.com](mailto:prsalegal@pernod-ricard.com)

You are informed that you can also lodge a complaint with the Information Regulator at JD House, 27 Stiemens Street, Braamfontein, Johannesburg, 2001 or P.O Box 31533, Braamfontein, Johannesburg, 2017 or [infoereg@justice.gov.za](mailto:infoereg@justice.gov.za). if you have any concern about the conditions of processing of your Personal Data by The Foundation.

### 14. POLICY REVIEW

This Policy will be reviewed on a regular basis, and we will place any updated on this web page.

This Policy was last updated in 2023.