

## **PRIVACY POLICY**

This Privacy Policy ("Statement") applies to the websites located at [www.fishandchipco.co.za](http://www.fishandchipco.co.za), [www.zebros.co.za](http://www.zebros.co.za), [www.maxis.co.za](http://www.maxis.co.za), and any other websites owned and operated by Taste that direct the viewer or user to this Statement (the "Taste Websites"). It also applies to information you provide to Taste at our franchise outlets or arising from your participation in promotions or competitions held by Taste.

Safeguarding your privacy and the security of your personal information is of utmost importance to us. Please take a few minutes to read the following Statement so that you understand how we treat your personal information. As we continuously improve and expand our services, this policy might change, so please check it periodically. If you have questions about our privacy policy, please contact us.

In this Statement, the terms "Taste," "we," and "us" refers to Taste Food Franchising (Pty) Ltd and its respective subsidiaries and affiliated companies.

Websites that are owned and operated by us may contain links to websites that are owned and operated by other companies. This Statement does not apply to websites and services that are owned and operated by third parties.

Although we take reasonable precautions to prevent unauthorized access to, or disclosure of your personal information, we cannot guarantee that your personal information is completely and utterly secure. By your continued use of the Taste Websites, you agree to the terms and conditions set out in the Terms and Conditions of Use (accessible on the Taste Websites) and in this Statement. You also agree that we may collect personal information from you for the purposes of providing you with access to the Taste Websites and for any of the purposes listed in this Statement.

### **INFORMATION COLLECTED**

As you use the Taste Websites, provide information to our franchise outlets or participate in promotions or competitions held by Taste, we collect certain information about you and the services you use. The information Taste collects falls into three different categories: (1) information you give us; (2) information we collect from you automatically when you use the Taste Websites; and (3) information we collect from other sources.

## Personally Identifiable Information

Personally Identifiable Information is any information that concerns you individually and would permit someone to contact you, for example, your name, address, telephone/fax number, email address or any information you submit to the Taste Websites, in store or through your participation in promotions and competitions that identifies you individually.

The Taste Websites will not collect any personally identifiable information about you unless you provide it. Therefore, if you do not want us to obtain any personally identifiable information about you, please do not submit it to us.

You can visit and browse the Taste Websites without revealing personally identifiable information about yourself, but in future, not all functions on the Taste Websites may be available to you as a result.

We may also collect personally identifiable information about you by methods such as the following:

- *Registration Forms* - If you are offered the opportunity to enter a promotion or competition or to opt-in to receive Taste information or information about Taste's various brands through another site. These registration forms may require certain personally identifiable information such as your name, email address, postal address, telephone number, etc.
- *Transactions and Activity* - If you conduct transactions through the Taste Websites, where this functionality is available, or where in future possible, we may collect information about the transactions while on the Taste Websites and your other activity on the Taste Websites. This information may include, without limitation, areas of the Taste Websites that you visit, transaction type, content that you view, geo location, downloads or submissions, transaction amounts, payments and billing information as well as the nature, quantity and price of the goods purchase by you.
- *Email and other voluntary communications* - You may also choose to communicate with us through email, via the Taste Websites, by telephone, in writing, or through other means. We collect the information in these communications and such information may be personally identifiable.

## Non-Personally Identifiable Information

When you visit the Taste Websites, like when you visit most other websites and or use third party applications, certain anonymous information about your visit is automatically logged, which may include information about the type of browser you use, the server name and IP address through which you access the internet (which identifies the company providing you internet access and general geographic information), the date and time you access the sites, the pages you access while at the Taste Websites and the internet address of the websites, if any, from which you linked directly to the Taste Websites. This information is not personally identifiable information.

### **USE OF YOUR INFORMATION**

Taste and its affiliates may use the personally identifiable information collected through the Taste Websites primarily for such purposes including:

- helping to establish and verify the identity of users;
- opening, maintaining, administering and servicing users' accounts or memberships, where in future possible;
- processing, servicing or enforcing transactions and sending related communications;
- providing services and support to users;
- improving the Taste Websites, including tailoring same to users' preferences;
- providing users with product or service updates, promotional notices and offers, and other information about Taste and/or its affiliates and/or the Taste brands;
- responding to questions inquiries, comments and instructions;
- protecting the Taste systems from fraud and unlawful access;
- maintaining the security and integrity of the Taste systems;
- send users newsletters; and
- send marketing communications.

Where you choose to receive mobile services and content via SMS, MMS and other mobile services, whether now applicable or in future, we use this information to deliver such mobile services and

content to you, to carry out market research, to track sales data and to plan promotional activities which may be of interest to you.

Taste and/or its affiliates use the anonymous browsing information collected automatically by its servers primarily to help administer and improve the Taste Websites. Taste may also use aggregated anonymous information to provide information about the Taste Websites to potential business partners and other unaffiliated entities. This information is not personally identifiable.

## **DISCLOSURE OF INFORMATION**

Taste and/or its affiliates do not provide personally identifiable information to any unaffiliated third parties for their use in marketing directly to you.

Taste may however, share your personally identifiable information with other entities/affiliates within the Taste group (other Taste brands) that have agreed to be bound by this Statement.

Taste and/or its affiliates may also use unaffiliated companies to help maintain and operate the Taste Websites, process payments or for other reasons related to the operation of the Taste brands/businesses, and those companies may receive your personally identifiable information for that purpose alone. Those companies may only use such personally identifiable information for the purpose or performing those functions and may not use your information for any other purpose whatsoever.

Taste and its affiliates may also disclose personally identifiable information about you in connection with legal requirements or as otherwise required by law. We also reserve the right to disclose such personally identifiable information to third parties where a complaint arises concerning your use of the Taste Websites and where we believe, in our sole discretion, that your use of the Taste Websites is inconsistent with this Statement.

If Taste and/or its affiliates are involved in a merger, acquisition, or sale of all or a portion of their assets, you may be notified via email and/or via notice on the Taste Websites of any change in ownership and to the extent permissible in law and in accordance with this Statement, we may disclose your personally identifiable information with any such successor entity.

## **"COOKIES" AND ADVERTISERS**

The Taste Websites' server, or the servers of companies that are used by Taste to operate the Taste Websites, where applicable, may place a "cookie" on your computer or store data in your computer browser in order to allow you to use the Taste Websites and to personalize your experience. A "cookie" is a small piece of data that can be sent by a web server to your computer, which then may be stored by your browser on your computer's hard drive. Cookies and browser storage allow us to recognize your computer while you are on the Taste Websites and help customize your online experience and make it more convenient for you. The information collected from cookies and browser storage may also be used to improve the functionality of the Taste Websites.

Most web browser applications (such as Microsoft Internet Explorer, Google Chrome, Firefox and Apple Safari) have features that can notify you when you receive a cookie or prevent cookies from being sent. If you disable cookies, however, you may not in future, be able to use certain functions of the Taste Websites.

Taste and/or its affiliates may engaged third parties, including advertising providers to collect certain anonymous information when you visit the Taste Websites. The information collected on the Taste Websites on Taste's behalf or on behalf of its affiliates by any such third parties does not contain your name, address, email address, or any other personally identifiable information.

These companies typically use cookies, pixel tags / web beacons, and similar technology to analyse your usage of the Taste Websites. These third parties may collect and share with Taste, as may be requested, non-personally identifiable information in order to provide advertisements about goods and services likely to be of greater interest to you.

## **EXTERNAL LINKS**

The Taste Websites may now and/or in future contain links to other websites not maintained or related to Taste and/or its affiliates. These links are provided as a service to users and are not sponsored by, supported or affiliated with or by the Taste Websites, Taste and/or its affiliates. Taste has not reviewed any or all of the websites hyper-linked to or from the Taste Websites and is not responsible for the content or privacy practices thereof.

The links are accessed at the user's own risk, and Taste and/or its affiliates make no representations or warranties about the content, completeness or accuracy of these links or the websites hyper-linked to the Taste Websites. Websites that are accessible by hyperlinks from the Taste Websites, where applicable, may use cookies. Taste and/or its affiliates encourage users to read the privacy statements provided by other websites before providing personally identifiable information to them. Taste and/or its affiliates do not implicitly endorse any third-party websites or hyper-linked to the Taste Websites, where applicable.

## **SOCIAL MEDIA WIDGETS**

The Taste Websites may in future include social media features such as the Facebook "Like" button and widgets such as the "Pinterest" button or interactive mini-programs that run on the Taste Websites. These Features may collect your IP address, which pages you are visiting on the Taste Websites and may set a cookie to enable the features to function properly. Social media features and widgets are either hosted by a third party or hosted directly on their own websites. Your interactions with these features are governed by the privacy policy of the companies providing them.

## **SECURITY**

Although absolute security cannot be guaranteed, Taste and/or its affiliates maintain safeguards to help guard personally identifiable information against accidental or intentional manipulation, loss, misuse, destruction or against unauthorised disclosure or access to your personally identifiable information. Taste and/or its affiliates restrict authorized access to your personally identifiable information to those persons who have a legitimate purpose to know that information and to provide products or services who are authorized to have access to such information.

While we cannot ensure or warrant the security of any personally identifiable information you provide to us, we will continue to maintain and improve our security measures over time in line with legal and technological developments.

To the extent that Taste provides the functionality in future for your to provide Credit/debit card number(s) as part of your online profile for use when placing an order through the Taste Websites, Taste will ensure that such information is maintained in an encrypted format by a third party provider so as to further lower potential risk.

## **HOW WILL YOUR PERSONALLY IDENTIFIABLE INFORMATION BE STORED?**

Your personally identifiable information is stored by Taste. We may however, also or alternatively store your personally identifiable information on and/or transfer your personally identifiable information to a central database which may be located outside of South Africa. If the location of the central database is located in a country that does not have substantially similar laws which provide for the protection of personally identifiable information, Taste will take the necessary steps to ensure that your personally identifiable information is adequately protected in that particular country.

Your information will not be stored for longer than is necessary for the purposes described in this Statement.

## **CHOICE/OPT-OUT**

In order to provide services to you, Taste and/or its affiliates may send you communications related to your transactions, security or the administration of the Taste Websites. From time to time, Taste and/or its affiliates may also wish to send you other messages or updates about the Taste Websites, promotions and other activities. If you do not wish to receive non-transaction/security (marketing) related communications from Taste and/or its affiliates, please opt-out from the communications sent to you. You are entitled to request that we desist from using your personally identifiable information for the purposes of direct marketing, and we will provide you with the necessary functionality for you to do so, each time we market to you.

## **CHANGES TO THIS PRIVACY POLICY**

Taste and its affiliates reserve the right to modify or supplement this Statement at any time. Please check this Statement periodically to ensure you remain apprised of the content of this Statement.

## **GOVERNING LAW**

The contents of this Statement shall be governed by South African law.

If any provision of this Statement is judged to be illegal, void or unenforceable for any reason whatsoever it shall be deemed to have been deleted and the remaining provisions of the Statement shall continue to be in full force and effect.

## **CONTACTING US**

If you have any questions about this privacy Statement, the information practices of Taste and/or its affiliates or your dealings with the Websites, please contact:

Taste Food Franchising (Pty) Limited

12 Gemini Street

Corner Gemini Street and Milky Way

Linbro Business Park

Frankenwald

Sandton

email: [lisa@tasteholdings.co.za](mailto:lisa@tasteholdings.co.za)

011 608 1999