

Privacy Policy

Of Indie Authors Rise Up (Pty) Ltd

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Introduction

Welcome to our privacy policy. We are Indie Authors Rise Up (Pty) Ltd (Registration number 2026/327916/07) and this is our plan of action when it comes to protecting your privacy. We respect your privacy and take the protection of personal information very seriously. The purpose of this policy is to describe the way that we collect, store, use, and protect information that can be associated with you or another specific natural or juristic person and can be used to identify you or that person (**personal information**).

Audience

This policy applies to you if you are a prospective or actual customer or service provider related to the services that we provide.

What is personal information?

Personal information includes:

- certain information that we collect when you request our services;
- certain information that we collect when you communicate with us; and
- optional information that you provide to us voluntarily (see below);

but excludes:

- information that has been made anonymous so that it does not identify a specific person;
- permanently de-identified information that does not relate or cannot be traced back to you specifically;
- non-personal statistical information collected and compiled by us.

Common examples

Common examples of the types of personal information which we may collect and process include your:

- **identifying information** – such as your name, date of birth, or identification number of any kind;
- **contact information** – such as your phone number or email address;

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- **address information** – such as your physical or postal address; or
- **demographic information** – such as your gender or marital status.

Sensitive personal information

Depending on the services that you require, we may also collect sensitive personal information including your:

- **financial information** – such as your bank account details;
- **sensitive demographic information** – such as your race or ethnicity;
- **beliefs** – including your political or religious beliefs.

Acceptance

Acceptance required

You must accept all the terms of this policy when you request our services. If you do not agree with anything in this policy, then you may not request our services.

Legal capacity

You may not request our services if you are younger than 18 years old or do not have legal capacity to conclude legally binding contracts.

Deemed acceptance

By accepting this policy, you are deemed to have read, understood, accepted, and agreed to be bound by all of its terms.

Your obligations

You may only send us your own personal information or the information of another data subject where you have their permission to do so.

How do we collect personal information?

On submission of an enquiry or registration

When you request our services or communicate with us, you will no longer be anonymous to us.

This personal information may include:

- your name and surname;
- your email address;
- your telephone number;
- your company name, company registration number, and VAT number;
- your postal address or street address.

We will use this personal information to fulfil your account, provide additional services and information to you as we reasonably think appropriate, and for any other purposes set out in this policy.

On order or request

When you request our services from us, you will be asked to provide us with additional information on a voluntary basis (services information).

Events

You will provide us with personal information when you attend an event that we host.

Optional details

You may also provide additional information to us on a voluntary basis (**optional information**). This includes content that you decide to share with us when you respond to marketing or surveys, communicate with us, or order certain additional goods or services.

Who are our data subjects?

We process the personal information of the following categories of people:

- authors and author service providers
- event venue owners and staff
- people working for the media
- customers or organisations,
- prospects or leads,
- employees,
- contractors, vendors, or suppliers,
- debtors and creditors,
- directors and shareholders.

Purpose for processing

We may use or process any services information, or optional information that you provide to us for the purposes that you indicated when you agreed to provide it to us. Processing includes gathering your personal information, disclosing it, and combining it with other personal information. We generally collect and process your personal information for various purposes, including:

- **services purposes** – such as:
 - collecting requests for and providing our book festival services,
 - managing our contracts with various data subjects,
 - processing customer requests or complaints,
 - keeping our data subject records and information up to date,
 - better understanding our data subject's needs, and
 - providing support to our customers.
- **marketing purposes** – such as:
 - marketing to customers, and
 - marketing to prospects.

- **business purposes** – such as:
 - accounting, and
 - business planning and due diligence, or other proposed and actual transactions.
- **legal purposes** – such as:
 - handling claims and enforcing debts, and
 - complying with regulations, or pursuing good governance.

Use

Our obligations

We may use your personal information to fulfil our obligations to you.

Messages and updates

We may send administrative messages and email updates to you about our services. In some cases, we may also send you primarily promotional messages. You can choose to opt-out of promotional messages.

Reasons we share personal information

Sharing

We may share your personal information with:

- an affiliate, in which case we will seek to require the affiliates to honour this privacy policy;
- our goods or services providers under contract who help provide certain goods or services or help with parts of our business operations, including fraud prevention, bill collection, marketing, technology services (our contracts dictate that these goods or services providers only use your information in connection with the goods or services they supply or services they perform for us and not for their own benefit);
- other third parties who provide us with relevant services where appropriate.

Regulators

We may disclose your personal information as required by law or governmental audit.

Law enforcement

We may disclose personal information if required:

- by a subpoena or court order;
- to comply with any law;
- to protect the safety of any individual or the general public; and
- to prevent violation of our customer relationship terms.

No selling

We will not sell personal information. No personal information will be disclosed to anyone except as provided in this privacy policy.

Marketing purposes

We may disclose aggregate statistics (information about the customer population in general terms) about the personal information to advertisers or business partners.

Employees

We may need to disclose personal information to our employees that require the personal information to do their jobs. These include our responsible management, human resources, accounting, audit, compliance, information technology, or other personnel.

Change of ownership

If we undergo a change in ownership, or a merger with, acquisition by, or sale of assets to, another entity, we may assign our rights to the personal information we process to a successor, purchaser, or separate entity. We will notify of the transfer. If you are concerned about your personal information migrating to a new owner, you may request us to delete your personal information.

Security

There is no such thing as 'perfect security'. We have to compromise between increased levels of security and the convenience to you in transacting with us.

Our security responsibilities

We take the security of personal information very seriously and always do our best to comply with applicable data protection laws by maintaining reasonable measures to protect personal information from loss, misuse, and unauthorised access, disclosure, alteration, and destruction.

Our security disclaimers

Please note the following:

The third parties whose systems we link to are responsible for the security of information while it is collected by, stored on, or passing through the systems under their control.

We will use all reasonable endeavours to ensure that your information is not compromised. However, we cannot guarantee that no harmful code will enter our systems (for example viruses, bugs, trojan horses, spyware or adware).

Accurate and current

We will try to keep the personal information we collect as accurate, current, complete, confidential and reliable for the purposes defined in this policy. From time to time we

may request you to update your personal information. You are able to review or update any personal information that we hold on you by emailing us or phoning us. Please note that in order to better protect you and safeguard your personal information, we take steps to verify your identity before granting you access to your account or making any corrections to your personal information.

Retention

We will only retain your personal information for as long as it is necessary to fulfil the purposes explicitly set out in this policy, unless:

- retention of the record is required or authorised by law; or
- you have consented to the retention of the record.

During the period of retention, we will continue to abide by our non-disclosure obligations and will not share or sell your personal information.

We may retain your personal information in physical or electronic records at our discretion.

Transfer to another country

We send personal information outside of South Africa to various countries. We will only transfer data to other countries who have similar privacy laws to South Africa's that provide an adequate level of protection, or to recipients who can guarantee the protection of personal information to the same standard we must protect it.

Your rights

Request what information we hold on you

You may request access to your personal information to receive a copy of the personal information that we hold on you.

Updating or removing

You may choose to correct or update the personal information you have submitted to us, by contacting us by phone or email.

Withdrawal of consent or objection to processing

You may withdraw your consent where we are relying on consent as a lawful justification to process. You may also object to our processing where we are relying on another lawful justification for processing. Please note that if you do so, we might not be able to provide services to you.

We may need to request additional information from you to verify your identity for you to access these rights. This is to ensure that your personal information is not disclosed to an unauthorized person.

Changes

We may change the terms of this policy at any time by updating this web page. We will notify you of any changes by sending you an email detailing the changes that we have made and indicating the date that they were last updated. If you do not agree with the changes, then you must stop using our services. If you continue to use our services following notification of a change to the terms, the changed terms will apply to you and you will be deemed to have accepted those updated terms.

Limitation

We are not responsible for, give no warranties, nor make any representations in respect of the privacy policies or practices of linked or any third party websites.

Enquiries

If you have any questions or concerns arising from this privacy policy or the way in which we handle personal information, please contact us.