

PRIVACY POLICY

The term “Personal Identifiable Information (“PII”)” referred herein shall bear the same meaning as that contained in the Promotion of Access to Information Act 2 of 2000.

Information Collected

Personal Identifiable Information (“PII”) may be collected electronically, stored and used. If you are not in agreement that your Personal Identifiable Information (“PII”) may be collected and/or stored and/or used, then please refrain from accessing and/or registering and/or making use of our website. You will be required to confirm your acceptance that your Personal Identifiable Information (“PII”) may be collected and/or stored and/or used via e-mail before you will be allowed access to our website.

The Personal Identifiable Information (“PII”) that will be collected from you and stored and/or used includes but is not limited to the following:-

First name and surname;

Address;

Area and postal code;

E-mail address;

User name;

Gender;

Contact details;

Social Media Accounts and user names; and

Personal Preferences.

IP Address

Agreement To this Privacy Policy and Privacy Policy Modifications

By using this Web site you are agreeing to this Privacy Policy. If you do not agree with this Privacy Policy, or any of its terms, please do not provide your personally identifiable information ("PII"), for example, your name, address, telephone number, screen name, email address or credit card information. From time to time, and at any time, this Privacy Policy may be revised or changed. Web site users should review this Privacy Policy periodically to be up to date on our most current privacy policies and practices.

Collection of Your Personal Identifiable Information ("PII") and Other Personal Information

This Web site is intended to provide a unique and entertaining experience for users, without requiring them to submit any more PII than is necessary to participate in particular activities which may be offered, or to use the Site effectively. We do not require users to register or submit PII in order to visit

the Web site and most activities on the Site can be performed without supplying PII. When we ask for PII to participate in an activity we will not require anyone to disclose more PII than we believe is reasonably necessary to participate in the activity. At times, users may be asked to provide non-PII such as first name, age, gender, postal code, city, and/or address of residence.

For Children Under the Age of 16

Children under the age of 16 RECEIVE SPECIAL PROTECTIONS. We will not knowingly accept information from children under the age of 16 and if we were to run any special promotions for this group, it would only be in accordance with special rules and a separate Privacy Policy that we would disclose at that time.

When PII and Non-PII May be Requested

Registration or input of PII may be required to participate in activities such as sweepstakes, contests, specific promotional activities, surveys, or for e-commerce. If PII is requested for participation in an activity, you cannot participate without disclosing the requested PII.

From time to time, we may also ask you to provide us with non-PII which does not allow us to identify you by email address, full name or full address. We may use this information for internal purposes, or for creating reports for ourselves and third party advertisers and partners.

Use of PII

We may use PII in sweepstakes, contests or promotional activity (i) to register you for those activities, to verify that you comply with the published rules and to notify you if you are a winner, (ii) for coupon, premium or prize delivery, (iii) for notification of special offers. The PII you disclose for these and similar activities may be shared with third parties, such as those who may administer the activity for us, and shipping companies who may deliver a prize or premium.

We may also use your PII for the following purposes: (v) to personalize and enhance our Site and your Web site experience; (vi) to send you personalized information about our Site via email/ sms, (vii) to send you advertising or promotional material from us, our advertisers or business partners; and (viii) to contact you for feedback regarding us, our advertisers or business partners.

Should you respond to a particular offer from our business partners or advertisers we may also use your PII to provide a report to our advertisers or business partners that tells them who responded to a particular offer. Further if you accept an offer contained in, for example an email/sms, we may provide the advertiser or business partner with the PII necessary to fulfil that offer to you.

Should your PII be requested by any of our business partners or advertisers for their direct use in advertising or marketing (when the contact with you would come from them and not from us on their behalf) you will, in each case, be given the opportunity to remove yourself from the list.

Your PII may also be shared with those persons or entities that administer our Web site.

Your PII will only be shared with administrators, business partners or advertisers for a particular purpose and they will not be permitted to use it for any unauthorized purpose.

Use of Non-PII

Non-PII is data such as first name, postal code, age, gender, product and promotional preferences and household characteristics like presence of children or income bracket. Your non-PII may be aggregated and used for our internal purposes or may be shared with third parties for any lawful purpose, without your permission. No third party will know who you are as a result of the use of your non-PII.

E-Commerce

At this time we do not offer goods for direct sale via our Site. However, if we were to do so in the future, then purchases through our Site may require disclosure of your PII, your credit card information and information about the name and address of the person receiving the purchases. The credit card information may be subject to verification by the issuing credit card company or other company. Sales and shipping records will also be generated and maintained. Unless you give us permission at the time we collect such information, however, we will not use this information for any purpose except the fulfilment and record keeping of the transaction.

Opting-Out

At the time we gather any of your PII, we will give you the opportunity to "opt-out" of allowing us to use your PII for other purposes, such as sending you specific future emails/sms or advertising or sharing your PII with specific business partners or other advertisers. If you opt-out of a specific use, we will not use your PII for that purpose.

If you opt-out of the use of your PII, we may still use your PII for internal purposes, or as may be necessary to administer the site, for example, sharing that data with those persons or entities who administer the Web site. Your PII may further still be used to comply with applicable law, for example but not limited, to comply with valid legal process such as a search warrant, subpoena or court order; and to report sweepstakes and contest winnings as may be required by law. And it may be used in special cases when we have reason to believe that disclosing this information is necessary to identify or contact you, or bring legal action against you if, for example, you may be causing injury to or interference with our Site or company's rights or property, or other users of the site(s), whether your actions are intentional or unintentional.

Further, your PII may be shared with any successors and assigns we may have.

If you wish to change your decision to "opt-out" or to "opt-in" as applicable, you can email us infot@maxbox.co.za.

Safety and Security

If you share your computer or use a computer that is accessed by the general public remember to sign off and close your browser window when you have finished your session. This will help to ensure that others cannot access your PII. We take steps to help ensure that all information provided by you, whether PII or non-PII, is treated securely. No data transmission over the Internet, however, can be guaranteed to be totally secure. While we try to protect your PII, we cannot guarantee the security of any information you transmit to us. You use the site, and provide us with PII, at your own risk. To the extent reasonably necessary to protect a user's safety, we may collect his or her name, address, and/or email address. To protect our security, to protect us against liability, or as required by law, we may collect a user's name and email address. PII collected pursuant to this provision will not be used for any other purpose.

Any person that delivers or attempts to deliver any damaging code to this web site or attempts to gain unauthorised access to any page on this web site shall be prosecuted and civil damages shall be claimed in the event that Maxbox suffers any damage or loss.

The user agrees and warrants that its log-in name and password (details) shall:

be used for personal use only; and

not be disclosed to any third party.

The user allows Maxbox to take all reasonable steps to ensure the integrity and security of the Maxbox site and back-office applications.

Gathering Information Electronically

Use of Cookies

During the course of any visit to the Web site, the pages you see, along with something called a "cookie," are downloaded to your computer. Cookies are small pieces of information that are stored by your browser on your computer's hard drive. These cookies do not contain any personal identifying information, but they do enable us to provide features such as personalization. Most Web browsers automatically accept cookies, but you can usually change your browser. Cookies in themselves do not identify the individual user, just the computer used. Users may have the opportunity to set their computers to accept all cookies, to notify them when a cookie is issued, or not to receive cookies at any time. Different browsers may address cookies differently. If you set the browser to not accept cookies, it will result in certain personalized services not being provided to the users on that computer.

Web Beacons

Web beacons are small pieces of data that are embedded in images on the pages of Web sites. We may use these technical methods to analyze the traffic patterns on our Web site, such as the frequency with which our users visit various parts of our Web site. These technical methods may involve the transmission of information either directly to us or to another party authorized by us to collect information on our behalf. We may also use these technical methods in HTML e-mails that we send to determine whether you have opened those e-mails and/or clicked on links in those e-mails. The information from use of these technical methods may be collected in a form that is not personally identifiable.

Co-Branded Micro Sites

Web pages and/or micro web sites may be included within our site and may be co-branded with third party names, logos, and/or properties, and are operated and maintained by us. While such third parties are sponsors of these web pages or micro web sites, they do not share in any PII collected within those web pages or micro web sites.

Third Party Advertisements

We may include banner or text advertisements for third parties (or for sites operated by third parties) that are not sponsors of and are not affiliated with our Web site. As such, we are not responsible for the content, practices, or information practices of the web sites operated by these third parties. In addition, these advertisements do not constitute sponsorship, endorsement, or approval by us of the content, policies, or practices of these web sites. All users should check the relevant web site's privacy policy and terms of use in order to understand their policies and practices regarding the collection and use of PII.

International User Notice

The Site is intended for use exclusively by residents of the Republic of South Africa. Our computer systems are based in the Republic of South Africa. Personally Identifiable Information may be treated differently than it is in other parts of the world, for example the European Union.

Review and Deletion of Personal Information

All users may review their PII at any time. If you would like to review, modify or delete this information, please contact us at:

Email: info@maxbox.co.za

We will use reasonable efforts to comply with your requests.

Comments, Questions or Suggestions

If you would like to communicate with us about our Privacy Policy, please contact us at:

Email: info@maxbox.co.za