

PRIVACY POLICY

1. DEFINITIONS

The following words have the following meanings:

- 1.1. "Information" includes your name, location, email address or contact details, financial information, personal description, photograph and important dates.
- 1.2. "Parties" means the User and Us,
- 1.3. "Personal information" means information that can identify the user as an individual or can identify the user. Personal information does not mean general, statistical, aggregated, or anonymised information.
- 1.4. "Platform" refers to the Babble application, website and affiliated applications or sites providing access to the Service.
- 1.5. "Privacy Policy" means this privacy policy.
- 1.6. "Service" refers to features provided by the Platform including the display or provision of audio, video, other digital products, personalized experiences, any products or services which includes the purchase of audio, video, other digital products, personalized experiences, memberships and subscriptions.
- 1.7. "Talent partner" means a well-known individual being paid by a user.
- 1.8. "Terms" means Our Terms and Conditions available at <https://www.babblechat.me/>.
- 1.9. "You, Your, or the user" refers to any individual, business or account using the service in any manner, on any application, and includes talent partners as far as reasonably possible.
- 1.10. "We, Us, Our" means Babble Chat (Pty) Ltd 2023/178633/07 of 48 Vukutu street Southernwood Mthatha; Tel: 0767487056; email: babblechat.me@gmail.

2. INTRODUCTION

- 2.1. Data protection relating to the collection, processing and storage of personal information is important, as such, all the data collected from the users of the Platform is processed and stored according to existing legal provisions prescribed in the Electronic Communications and Transactions Act ("ECTA") and the Protection of Personal Information Act ("POPI").
- 2.2. Per the abovementioned legal provisions, We have the obligation to manage all personal information we have collected and stored only for the purposes for which it is collected and/or stored. This policy applies to information collected on or through the Platform.
- 2.3. The Platform is not intended for use for children. We do not knowingly collect personally identifiable information from children. If We become aware that we have collected such information, we will remove and delete any such information.
- 2.4. If you do not accept the clauses in this Privacy Policy, you must not use the Platform.

3. WHAT INFORMATION DO WE COLLECT

We collect the following information:

- 3.1. Information provided by You when creating an account on the Platform.
- 3.2. Information relating to Your activity on the Platform.

3.3. Content.

4. HOW WE COLLECT YOUR INFORMATION

- 4.1. We collect information directly from You and other users.
- 4.2. In order to make use of the Service provided by the Platform, You will be required to register and provide information relative to whether the user elects to be a “User” or a “Talent Partner”. By providing information, you acknowledge that it has been collected directly from you and you consent to its processing.
- 4.3. When users register, use or browse the Platform, personal information is collected.

5. HOW WE USE YOUR INFORMATION

- 5.1. The Platform is a public space. Any Content may be shared by Us and users across social media and other websites.
- 5.2. Your information may be used to connect users with talent partners and to enable the Platform to perform the Service.
- 5.3. Your information may be used to validate you as a user or talent partner when registering or when contacting Us.
- 5.4. Your information may be used to prevent and detect criminal activity, fraud, and misuse of or damage to the Platform and/or to prosecute those responsible.
- 5.5. Your information is used for the Platform and related customer services. Information is used to provide personalised experiences and marketing, more relevant suggestions and information.
- 5.6. Third parties may collect and analyse your information on Our behalf.
- 5.7. Your Personal Information is not shared with third parties for their marketing purposes without your opt-in consent. However, we may share non personal information with third parties.
- 5.8. Payment transactions are encrypted by payment processors.

6. HOW LONG DO WE KEEP YOUR INFORMATION

The time periods for which we keep your information may vary according to the use or purpose attached to the information. Unless there is a specific legal requirement requiring us to keep your information, however, we will not keep it for longer than necessary for the purpose for which the information was collected or for which it is to be processed.

7. WHEN AND WHERE DO WE USE COOKIES

- 7.1. Automated system of data collection (cookies) will not collect personally identifiable information about you. Information stored in cookies will not be disclosed to third parties. We collect and store certain information regarding information about your experience on the Platform and your preferences (including pages viewed, domain names).
- 7.2. Anonymous cookies are used for the purpose of completion, administration, research and development and analysis.
- 7.3. Continued use of our platform constitutes consent to Our use of cookies.

8. HOW CAN YOU MANAGE YOUR PRIVACY PREFERENCES

- 8.1. If consent is provided, it may be withdrawn at any time as long the lawfulness of processing based on the prior consent is not affected before the withdrawal.
- 8.2. You may contact Us to amend any details or privacy preferences.
- 8.3. You have the right to request an update, correction, or the deletion of your information. We reserve the right to keep information as per your request for certain internal purposes.
- 8.4. You may opt out of any marketing messages at any time by contacting Us.

January 2024