

## **Data and Privacy Policy**

This policy describes the information we process to support our physical network of equipment, mobile application features and business solutions offered by Imagined Earth and applies to subscribers and users of our services and the information is protected in accordance with law, (e.g. the Privacy Act and the Freedom of Information Act).

### **What kinds of information do we collect?**

To provide the Imagined Earth business solutions, we must process information about you. The types of information we collect depend on how you use our products. You can request how to delete information we collect by visiting the Imagined Earth website or emailing [\*\*\*mypersonaldata@imaginedearth.com\*\*\*](mailto:mypersonaldata@imaginedearth.com).

### **Information and content, you provide.**

We collect the content, and other information you provide when you use our RVMs and mobile applications, including when you sign up for your account, generate or share content or use the rewards and loyalty platform. It can also include what you see through features we provide, such as our barcode scanner to identify products. Our systems automatically process content to analyse context and what's in them for the purposes described below.

Data with special protections: You can choose not to provide racial or ethnic origin.

### **Your usage.**

We collect information about how you use our mobile application such as the types of content you view or engage with; the features you use; the actions you take; the accounts, advertisers you interact with; and the time, frequency and duration of your activities. For example, we log when you scan a can of coke, how many times you have scanned it and how many times you have deposited it.

### **Information about transactions made on our mobile application.**

If you use our mobile application for purchases or other financial transactions (such as when you transfer funds to a loyalty partner or purchase airtime or make a donation), we collect information about the purchase or transaction. This includes payment information, such as your credit or debit card number and other card information (if applicable); other account and authentication information; and billing, shipping and contact details.

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20 Talton Road, Forest Town, Johannesburg

**Device Information.**

As described below, we collect information from and about the computers, phones, RVMs and other web connected devices you use and we combine this information across different devices you use. For example, we use information collected about your use of our mobile app on your phone to better personalize the content (including ads) or features you see when you use our mobile app on another device, such as your laptop or tablet, or to measure whether you took an action in response to an ad we showed you on your phone on a different device.

Information we obtain from these devices includes:

**Identifiers:**

Unique identifiers, device IDs, and other identifiers, such as Google account logins.

**Device signals:**

Bluetooth signals, and information about nearby Wi-Fi access points, beacons, and cell towers.

**Data from device settings:**

Information you allow us to receive through device settings you turn on, such as access to your GPS location, camera, contacts or photos.

**Network and connections:**

Information such as the name of your mobile operator or ISP, language, time zone, mobile phone number, IP address, connection speed and, in some cases, information about other devices that are nearby or on your network, so we can do things like help you stream a video.

**Cookie data:**

Data from cookies stored on your device, including cookie IDs and settings.

**How do we use this information?**

We use the information we have (subject to choices you make) as described below and to provide and support the Imagined Earth business case.

Here's how:

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**Provide, personalize and improve our Products.**

We use the information we have to deliver our service offering, including to personalize content (including your News Feed, Rewards, Products Feed, Profile, Wallet, Scanning and ads) and improve the relevance of information and suggestions for you (such as solutions, companies or events you may be interested in). To create personalized solutions, we use your activities based on the data we collect and learn from you and others (including any data with special protections you choose to provide); how you use and interact with our RVMS; the rewards you choose, the loyalty you choose and the features and offerings you partake in.

**Information on the mobile application features.**

We connect information to provide a more tailored seamless, convenient and consistent experience on mobile application features. For example, by automatically filling in your registration information (such as your phone number) on forms, loyalty and call to actions. Location-related information can be based on things like precise device location (if you've allowed us to collect it), IP addresses, and information from your mobile application or in field RVMS.

**Research and development.**

We use the information we have to develop, test and improve our service offering, mobile application, RVM offering which will include conducting surveys and research, and testing and troubleshooting new products and features.

**Ads and other sponsored content.**

We use the information we have about you including information about your consumption habits, actions and connections to select and personalize ads, offers and other sponsored content that we show you.

**Provide measurement, analytics, and other business services.**

We use the information we have to help advertisers and other partners measure the effectiveness and distribution of their ads and services, and understand the types of people who use their services.



### **Communicate with you.**

We use the information we have to send you marketing communications, communicate with you about our offerings, and let you know about our terms and conditions. We also use your information to respond to you when you contact us.

### **Research and innovate for social good.**

We use the information we have (including from research partners we collaborate with) to conduct and support research and innovation on topics of sustainability, general social welfare and technological advancement.

### **How is this information shared?**

Your information is shared with others in the following ways:

#### **Apps, websites, and third-party integrations on or using our mobile or physical offerings.**

When you choose to use third-party apps, websites, loyalty, rewards or other services that use, or are integrated with, our mobile and hardware offering, they can receive information about you. Information collected by these third-party services is subject to their own terms and policies.

#### **New owner.**

If the ownership or control of all or part of our business offerings including our physical network changes, we may transfer your information to the new owner.

#### **Advertisers.**

We provide advertisers with reports about the kinds of people seeing their ads and how their ads are performing, but we don't share information that personally identifies you (information such as your name or email address that by itself can be used to contact you or identifies who you are) unless you give us permission. For example, we provide general demographic and interest information to advertisers (for example, that an ad was seen by a woman between the ages of 25 and 34 who lives in Durban and drinks Coca Cola Original) to help them better understand their audience.

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**Measurement partners.**

We share aggregated information about our subscribers to partners to provide analytics and measurement reports (such as the total number of PET units collected for February at a specific location)

**Partners offering goods and services in our mobile application**

When you buy something from a seller in our Products, the content creator or seller can receive your public information and other information you share with them, as well as the information needed to complete the transaction, including shipping and contact details.

**Vendors and service providers.**

We provide information and content to vendors and service providers who support our business, such as by providing technical infrastructure services, analysing how our mobile application and RVMs are used, providing customer service, facilitating payments or conducting surveys.

**Security, Intrusion, and Detection:**

For site security purposes and to ensure that this service remains available to all users, our computer system employs software programs and hardware devices to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage. We impose strict restrictions on how our partners can use and disclose the data we provide.

**How will we notify you of changes to this policy?**

We'll notify you before we make changes to this policy and give you the opportunity to review the revised policy before you choose to continue using our business offering.

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