



Timbuka (Pty) Ltd - Data Protection & Privacy Policy

Effective Date: 12 June 2025

1. Introduction

Timbuka (Pty) Ltd ("Timbuka", "we", "us", or "our") is committed to protecting your privacy. This Privacy Policy outlines how we collect, process, store, and protect your personal data when you engage with our streaming platforms, digital tools, services, and communications.

2. Scope of This Policy

This policy applies to:

- Timbuka websites, applications, streaming platforms, support systems, and communication tools.
- Data collected from users, viewers, clients, service providers, and affiliated institutions.
- Any personal information shared during our operations in broadcasting, commercialisation, data analytics, or production services.

3. What Personal Data We Collect

We may collect the following categories of data:

- Identification & Contact Info: Full name, ID number, contact number, email address, physical address, institutional affiliation.
- Platform Usage Data: Login details, IP address, device type, browser information, location, user preferences, and browsing patterns.
- Content Interaction Data: Games or events viewed, analysis requested, user-generated content, messages submitted via support or feedback forms.
- Commercial & Financial Data: Payment information, transaction records, service preferences, contract details (for clients or service providers).
- Media & Broadcast Data: Video or image content captured for broadcasting, analysis, or commercial use.

4. How We Use Your Information

Your personal data is used to:

- Provide access to and improve the Timbuka platform and services.
- Deliver live and on-demand content relevant to your profile or location.
- Personalize your experience and suggest relevant content or services.
- Provide technical and customer support.
- Comply with legal obligations or enforce our contractual terms.
- Run marketing campaigns with your consent.
- Conduct internal analytics, service optimization, and reporting.

5. Legal Basis for Processing

We process your personal data:

- With your consent (e.g. for marketing).
- To fulfill a contract with you or your organization.
- To comply with legal obligations.
- For legitimate interests (e.g. platform improvement, fraud detection, and commercialisation of broadcast content).

6. Who We Share Data With

We may share your personal information with:

- Timbuka group companies and affiliated sub-companies (RightsCo, AdCo, ProdCo, MediaCo, StatsCo).
- Service providers assisting with cloud hosting, IT support, streaming, production, analytics, and marketing.
- Commercial partners for sponsorships, rights acquisition, or broadcast distribution (only when required and governed by contract).
- Regulatory or legal authorities when required by law.
- In the event of a merger, acquisition, or restructuring.

7. Data Retention

We will retain personal data only for as long as is necessary for:

- The purposes set out in this policy,
- Legal or regulatory compliance,
- Marketing consent or content rights,
- Operational and historical value (e.g. archived games/events for scouting, analytics, or educational purposes).

Retention may vary depending on the nature of the data and contractual obligations.

8. Your Rights

Under POPIA and applicable laws, you may:

- Request access to the data we hold about you.
- Request correction or deletion of inaccurate or outdated data.
- Object to or restrict certain processing.
- Withdraw consent where processing is based on consent (e.g. marketing).
- Lodge a complaint with the Information Regulator at infoereg@justice.gov.za.

9. Security

We implement technical and organizational measures to protect your data, including:

- Data encryption,
- Access controls,
- Monitoring tools,
- Staff confidentiality training,
- Secure cloud infrastructure.

10. Cookies & Tracking Technologies

We use cookies and similar tools to:

- Ensure the platform works correctly,
- Analyze usage patterns,
- Improve platform experience,
- Deliver relevant advertising (where applicable).

You may manage cookies via your browser settings.

11. Children's Data

Where services are directed at minors (e.g. school broadcasts), data processing is done with the consent of the school or legal guardian in accordance with local regulations.

12. Changes to This Policy

We may update this Privacy Policy from time to time. Updated versions will be posted on our website and will indicate the effective date.

13. Contact Us

For any queries about this policy or how your data is handled, contact:

Data Protection Officer
Timbuka (Pty) Ltd
Email: privacy@timbuka.com