



PRIVACY NOTICE



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1. Introduction

Link FM is dedicated to protecting the privacy and confidentiality of personal information. Link FM provides a website for our existing as well as prospective ministry partners and visitors to our site. People use our website to request more information regarding or ministry activities as well as certain products and services offered by advertisers on our radio station, and to enquire about the other existing ministry services and related activities and ministry efforts. In addition, this information is then stored on our online platform in order for Link FM to connect with these partners and visitors. Our privacy notice applies to any member of, and/or visitor to, our Link FM ministry. It excludes any other Link FM services are offered under a different privacy notice. Link FM has developed this partner and visitor privacy notice to enable its partners to understand how Link FM collects, uses, and safeguards their personal information.

2. Who we are

Link FM is a Christian, Community of Interest Broadcasting Radio Station. Link FM is licensed to broadcast by the Independent Communications Authority of South Africa (ICASA) to Buffalo City Metro. The station is constituted as a non-profit trust and is a registered Public Benefit Organization.

3. What is personal information?

Personal Information according to the Protection of Personal Information Act, means information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person, including, but not limited to –

- a. Information relating to the race, gender, sex, pregnancy, marital status, national, ethnic or social origin, colour, sexual orientation, age, physical or mental health, well-being, disability, religion, conscience, belief, culture, language and birth of the person;

- b. Information relating to the education or the medical, financial, criminal or employment history of the person;
- c. Any identifying number, symbol, e-mail address, telephone number, location information, online identifier or other particular assignment to the person;
- d. The biometric information of the person;
- e. The personal opinions, views or preferences of the person;
- f. Correspondence sent by the person that would reveal the contents of the original correspondence;
- g. The views or opinions of another individual about the person; and
- h. The name of the person if it appears with other personal information relating to the person or if the disclosure of the name itself would reveal information about the person.

4. Information we collect:

Personal information includes any information that enables Link FM to identify you, such as your name/s and surname combined with your physical address, contact details and/or passport/identity number.

In terms of South African legislation, personal information also refers to the personal information that identifies legal entities, such as the trading name of a company combined with the company registration number.

In terms of South African legislation, special personal information refers to Information regarding race or ethnic origin, religious and philosophical beliefs, political persuasion, trade union membership, health or sex life, biometric information or any criminal behavior which relates to alleged criminal offences or proceedings.

Link FM collects personal information about its partners and visitors. What information is collected depends on how you elect to interact with Link FM. These interactions include but are not limited to filling in contracts, email correspondence, telephone correspondence, online software communication or making use of any affiliated apps and software. Information includes what you tell Link FM about yourself, what Link FM learns by having a partner or when a partner or visitor makes use of a specific product or service.

5. Where and when do we collect personal information?

Information you provide to us:

- Directly from you;
- Based on your use of our broadcasting services/advertising and/or your commitment and willingness to partner with Link FM ;
- Based on how you engage or interact with us, such as on social media, and through e-mails, letters, telephone calls, and surveys;
- Use of our website;
- From third parties affiliated with our services;

6. Information we collect from others

Service Use:

Cookies, Web Beacons and Other Similar Technologies:

We collect data through cookies and similar technologies. We use cookies and similar technologies to recognise you and / or your device(s) on, off and across different Services and devices. You can control cookies through your browser settings and other tools. You can also opt-out from our use of cookies and similar technologies that track your behaviour on the sites of others for third party advertising.

Cookies:

Cookies are small files that are saved onto your computer which track, save and store information about how you use our website and Services. In some instances, these cookies are needed for the website to function – you can disable them in your browser, but this may interfere with the proper functioning of our website.

We use the following cookies:

Session / Period cookies: They allow website owners to collect analytics data, remember language settings, and perform other useful functions that help provide a good user experience. These cookies expire when the browser is closed.

Permanent / Persistent cookies: Same as above, however, these remain in operation, even when you have closed the browser. They remember your login details and password, so you don't have to type them in every time you use the site. These cookies have a pre-determined expiry date and will appear until the expiry date is reached.

Third-party cookies: are created by domains other than the one you are visiting directly, hence the name third-party. These are installed by third parties with the aim of collecting certain information to carry out various research into behaviour, demographics etc, such as advertisers.

Google analytics: This is tracking software from Google which we use to monitor how users interact with the website in order for us to improve its functionality and content.

Web-server software: Web-Server software delivers webpages to your browser. The web-server software will automatically collect your IP address whenever you connect to the website.

Your Device and Location:

We receive data from your devices and networks, including location data. When you visit or leave our Services (including our plugins or cookies or similar technology on the sites of others), we receive the URL of both the site you came from and the one you go to next. We also get information about your IP address, proxy server, operating system, web browser and add-ons, device identifier and features, and / or ISP or your mobile carrier. If you use our Services from a mobile device, that device will send us data about your location based on your phone settings. We will ask you to opt-in before we use GPS or other tools to identify your precise location.

7. When will we process your personal information?

We will only process your personal information for lawful purposes relating to our business if the following circumstances apply:

- You have consented thereto;
- a person legally authorised by you, or a court, has consented thereto;
- It is necessary to conclude or perform under a contract we have with you;
- The law requires or permits it;
- It is required to protect or pursue your, our, or a third party's legitimate interest; and/or
- You are a child, and a competent person (such as a parent or guardian) has consented thereto on your behalf

8. How we use your information:

Communications:

We will contact you, as well enable communications between yourself and our service department. We will contact you through e-mail, mobile phone, notices posted on our websites or applications and any other ways through our services to you, including text messages and push notification based on your phone settings. We also send messages about how to use the services, network updates and reminders.

Marketing:

Link FM will promote its services to you. We use data and content about our members for invitations and communications promoting membership and network growth, engagement and our services. Link FM may also market other business solutions services offered by the group. Communication in this regard will mainly be via telephone but could include, SMS email and fax.

Developing Services and Research:

We develop our Services and conduct research. Services development: We will retain and evaluate information on your recent visits to our website and how you move around different sections of our website so that we can make it more intuitive.

Aggregate Insights:

We use data to generate aggregate insights. We use your data to produce and share aggregated insights that do not identify you. For example, we may use your data to generate statistics about our members, their profession or industry, to calculate ad impressions served or clicked on, or to publish visitor demographics for a Service or demographic workforce insights.

9. Your rights and obligations

Data Retention:

We keep most of your personal information while you still have a profile with us and we need to provide you with services or where we are legally obligated to do so. We will process your information while your profile is still active with us and you keep on making use of our services. This includes any information you have provided to us or we have collected from third parties as set out in this privacy notice. Even if you are not constantly making use of our services, platforms, software and apps, we will retain your information and keep your profile open until you decide to stop making use of our services.

We will also keep your information where you have agreed for us to do so, or have given your consent that we are allowed to do so. In some instances, we choose to retain certain information about you after you have closed your profile, but we will do that in a depersonalised form for statistical, historical or research purposes. We keep some of your information even after you have closed your profile or stopped making use of our services, if it is reasonably necessary to comply with our legal obligations, meet regulatory requirements, resolve disputes, maintain security, prevent fraud and abuse, enforce our other user agreements, or fulfil your request to object to our processing of your information.

10. Rights to access and control your personal information:

You have rights in connection with your personal information. You have many choices about how your information is collected, used, and shared.

In certain circumstances, by law, you have the right to:

- Request access to your information: You will be able to ask us what information we have about you as well as ask for a copy of this information. This should be done on request to privacy@linkfm.co.za. There are some exemptions, which means you may not always receive all the information we process. When we can give you a copy it might be done at a certain fee, which will also be communicated to you at the time of your query.
- Change or correct information: You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Delete information: You can ask us to delete or remove personal information under certain circumstances.
- Object to processing: You can do this where we are relying on your legitimate interest, public interest or our legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal data for direct marketing purposes or where you have given your consent for the specific processing and you want to retract your consent. Retracting your consent does not invalidate the information we lawfully processed while we had your consent to do so.
- Request the restriction of processing: You can ask us to suspend the processing of personal data about you, for example, if you want us to establish its accuracy or the reason for processing it.

Where you want to review, verify or correct your personal information, you can do so by logging into the online system. If you want to object to the processing of your personal information or retract your consent, please send an email, with the completed Form 2 Annexed hereto, to privacy@linkfm.co.za

11. Changes to our privacy notice:

Changes to the privacy notice apply to your use of our services. Link FM can modify this privacy notice. When material changes are made, we will provide notice through our services, or by other means, to provide you the opportunity to review the changes before they become effective.

You acknowledge that your continued use of our services, after we publish our changes to this privacy notice, means that the collection, use and sharing of your personal information is subject to the updated privacy notice.

12. Other important information:

Security:

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need-to-know. They will only process your personal information on our specific instructions, and they are subject to a duty of confidentiality.

13. CONTACT INFORMATION

Contact Information: Should you have a query please send an email to: info@linkfm.co.za

Our Information Officer: Titch Wild (Station Manager): privacy@linkfm.co.za

The SA Information Regulator:

You have the right to lodge a complaint with the SA Information Regulator. See Information Regulator contact details below.

The Information Regulator

33 Hoofd Street

Forum iii, 3rd Floor Braampark

South Africa

infoereg@justice.co.za

Annexures:

FORM 2:

Request for correction or deletion of personal information or destroying or deletion of record of personal information in terms of section 24(1) of the protection of personal information act, 2013 (act no. 4 of 2013) regulations relating to the protection of personal information, 2018 [regulation 3]

(To obtain this document e-mail privacy@linkfm.co.za)

FORM 1:

Objection to the processing of personal information in terms of section 11(3) of the protection of personal information act, 2013 (act no. 4 of 2013) regulations relating to the protection of personal information, 2018 [regulation 2]

(To obtain this document e-mail privacy@linkfm.co.za)