

CONSENT TO PROCESS PERSONAL INFORMATION IN TERMS OF THE PROTECTION OF INFORMATION ACT, 4 OF 2013

The Protection of Personal information Act, 4 of 2013 (“**POPI**”) places a legal obligation on any person that intends to process personal information (“**Responsible Party**”) to obtain the consent of the person to whom that personal information relates (“**data subject**”) unless:

- the processing and use of the personal information is necessary in order to give effect to a contractual relationship between the Responsible Party and the Data Subject;
- the processing of the Data Subject’s personal information by the Responsible Party is required in terms of a law, or
- such processing is necessary to protect the legitimate interests of the Responsible Party or a third party.

In this instance, the Responsible Party, being Masstores (Pty) Ltd [Registration No. 1991/006805/07] trading as Games Stores or Game Liquor with registered address 16 Peltier Drive, Sunninghill Ext 6, Sandton, 2157 (“hereinafter referred to as “**the Company**”), requires your personal information for analytical purposes to understand whether its service offering, meets with your expectations and to provide it insights into how it can enhance its offering and improve the way it markets its products and services to you. The Company also intends to process your personal information to allow your participation in the [promotional competition](#) and to notify you of its various goods, services and offerings using various mediums and platforms, subject always to your right at any time to opt out of such communication.

All Personal Information which you provide to the Company will be used and/or retained only for the purposes for which it is collected, where after it will be permanently destroyed. Where your personal information is stored outside the borders of South Africa, such is done only in countries that have similar privacy laws to those applicable in South Africa or where such facilities are bound contractually to no lesser legal requirements than those imposed by POPI. Whenever the Company commissions third parties to provide support services to it, it will bind them to its privacy policies as far as they may be required to have access to its customers' personal information to perform such services.

You confirm your express and informed consent and thereby grant the Company permission to process your personal information as provided above.

You further declare that all personal information supplied to the Company for the legitimate and business related purposes as provided above is accurate, up-to-date, is not misleading and is complete in all respects. You undertake to immediately advise the Company of any changes to your personal information should any of these details change.

You have the right of access to, and the right to rectify, personal information collected through this customer satisfaction survey, as well as the right to object to the processing of your personal information. If you have any questions concerning your personal information or to exercise these rights, please [Contact Us](#).

You also have the right to lodge a complaint to the Information Regulator. You can email the Information Regulator with your complaint/query at inforeg@justice.gov.za or call them on 012 406 4818. Visit their website for more details: <http://www.justice.gov.za/inforeg/contact.html>.

The Company reserves the right to amend this privacy and security statement at any time. All amendments to this privacy and security statement will be posted on the website.

As a loyal shopper, you should know that the Company is committed to protecting your privacy. To learn more about our privacy policy, please visit <https://www.game.co.za/game-za/en/privacyPolicy>