

**Privacy Notice**  
**The Taste Of Time**

**Introduction**

HT Media Limited (hereinafter referred as “HTML”) recognizes the importance of maintaining the privacy of every attendee of the **The Taste Of Time** (hereinafter “**the Event**”). We value your privacy and appreciate your trust in us. We are committed to be transparent about the data we collect about you and the way we use it.

Please note that this privacy notice is provided in terms of the Digital Personal Data Protection Act, 2023 and is subject to change and modification in line with the Act and the Rules to be framed thereunder.

**Who we are?**

HTML is the organiser of the Event and is acting as the Data Fiduciary with respect to your personal data.

**What information do we collect and how it is collected?**

To enable and facilitate your attendance of the Event, HTML collects the following types of personal data from you:

- Name
- Phone number
- Email address
- Address
- Photographs/ Video recordings of the Event which may capture you

This information is collected from you when you register yourself for the attending the Event.

**How do we use personal information?**

The personal data collected from you is used for the following purposes:

- To register you as an attendee of the Event and verify your identity;
- To send you the confirmation and tickets to attend the Event;
- To communicate with you regarding other information/ details/specifications regarding the Event.
- To tag you on an Exclusive Packaged Video Reel on Instagram as part of our offering.
- Photographs and videos of the Event which may capture you will be used to promote and popularise the Event on platforms including but not limited to digital and online platforms.

**Marketing Communication and Advertising**

We, our affiliates and partners may send you, in accordance with applicable law and with your consent, newsletters and some marketing, advertising or promotional messages on products, services or events which may interest you.

### **What legal basis do we have for processing your personal data?**

HTML relies upon your consent and performance of contract between you and HTML as the legal basis for processing your personal information. You may at any time revoke or withdraw your consent to provide your information to us by using the applicable contact details set out at the end of this document. The usage of photographs and videos which may capture you is based on our legitimate interest.

### **Sharing of Personal Data**

The following provides information about entities with which we may share information:

- **Affiliates:** We may share information within our family of affiliated companies and business associates in order to facilitate the conduct of the Event and to send you newsletters or marketing communications regarding products and/ or services which may be of interest to you.
- **Third parties:** We may collaborate with third parties, which may have access to your personal data, in particular the subcontractors we use in relation to some technical, commercial, marketing, legal and e-mail services.
- **Partners:** We may share information with our partners who may send you marketing communications regarding products/ services which may be of interest to you.

These transfers are always made in the context of the purposes described above.

- We may transfer your data if it appears necessary to (i) enforce any contract, terms of use and this Privacy Policy, (ii) respond to any claim against HTML, a subsidiary or one of our business partners, (iii) comply with any judicial request, including in the context of inquiries and investigations (iv) in case of emergency involving danger to public health or the physical integrity of a person, (v) to guarantee the rights, property and safety of HTML, yourself and third parties.

### **Your rights in relation to personal data**

You have the following rights with respect to your personal data:

- access to personal information
- correction and deletion
- withdrawal of consent (if processing data on condition of consent)
- lodging a complaint with the Data Protection Board under the Digital Personal Data Protection Act, 2023

You may exercise these rights (except lodging complaint with the Data Protection Board) by writing to us on the email address or contact details provided at the end of this document.

### **Withdrawal of Consent**

You may withdraw the consent given to the company on the website by communicating the same to us in writing on the email provided in the contact us section below.

However, such withholding of information or withdrawal of consent may result in company not being able to provide services and facilities.

We will update your preferences as soon as reasonably practical.