

PRIVACY POLICY

Broadside Technologies — POPIA Compliance Statement

This Privacy Policy explains how Broadside Technologies (“Broadside”, “we”, “us”, or “our”) collects, uses, discloses, and protects personal information in connection with the Broadside website (the “Website”), in accordance with the Protection of Personal Information Act 4 of 2013 (“POPIA”).

Last Updated: 24/07/2026

1. INTRODUCTION

Broadside is committed to protecting the privacy and security of personal information entrusted to us. This Policy sets out what personal information we collect through the Website, why we collect it, how we use and protect it, who we may share it with, and the rights available to you as a data subject under POPIA. By submitting information through the Website, you acknowledge that you have read and understood this Policy.

2. INFORMATION WE COLLECT

We collect personal information in the following ways:

- Information you provide directly. When you submit an enquiry through our contact form, we collect the information you choose to give us, which may include your name, email address, telephone number, company name, and the content of your message.
- Information you provide to enter our “Broadside Defender” game leaderboard. If you choose to submit your details after playing the game on our Website, we collect your name, surname, company, email address, and the score you achieved, so that we may display your leaderboard entry and follow up with you about our services.
- Information collected automatically. When you visit the Website, we and our service providers automatically collect certain technical information through cookies and similar analytics technologies, including your IP address, browser type and version, device information, pages visited, referring website, and the date and time of your visit. See clause 5 (Cookies and Similar Technologies) below.

We do not knowingly collect payment information, account credentials, or special personal information (as defined in section 26 of POPIA) through the Website.

3. HOW WE USE YOUR INFORMATION

We use the personal information described above to:

- respond to enquiries submitted through our contact form;
- display your name/leaderboard alias and score if you submit an entry to the Broadside Defender leaderboard, and contact you about our services on the basis of your consent given at the point of entry;
- communicate with you about our services;
- understand how visitors use the Website and improve its content, functionality, and performance;
- detect, prevent, and address technical issues, fraud, or misuse of the Website; and
- comply with our legal obligations.

We will not use your personal information for any purpose that is incompatible with the purpose for which it was collected, without obtaining your consent or otherwise satisfying a further-processing ground under POPIA. Where we use your details for direct marketing following a leaderboard submission, this is done on the basis of the consent you give at the point of submission, in accordance with section 69 of POPIA, and you may withdraw that consent at any time (see clause 10).

4. LEGAL BASIS FOR PROCESSING

We process your personal information only where: you have consented to the processing (for example, by voluntarily submitting the contact form, or by submitting your details to the Broadside Defender leaderboard); the processing is necessary to take steps at your request prior to entering into an agreement, or to perform a contract with you; the processing is necessary for our legitimate interests in operating and improving the Website, provided this does not override your interests; or the processing is required to comply with a legal obligation.

5. COOKIES AND SIMILAR TECHNOLOGIES

The Website currently uses only strictly necessary cookies and local storage, needed to run core functionality (such as remembering your cookie preference and caching your Broadside Defender leaderboard entry offline). We do not currently use analytics, advertising, or tracking cookies. You can control or disable cookies and local storage through your browser settings; disabling them may affect the functionality of the Website. For full detail on what is stored on your device and how you can manage it, see our Cookie Policy.

6. SHARING AND DISCLOSURE OF INFORMATION

We do not sell your personal information. We may share it with:

- service providers who perform functions on our behalf, such as website hosting, IT support, and analytics providers, who are contractually required to protect your information and use it only for the purposes we specify;
- professional advisors, such as our auditors or legal counsel, where necessary; and
- regulators, law enforcement, or other third parties where required by law, or to protect our rights, property, or safety, or that of others.

Any third party who processes personal information on our behalf does so under a written agreement requiring appropriate security measures and processing only as instructed by us, in line with POPIA. If you submit an entry to the Broadside Defender leaderboard, please note that your chosen leaderboard name/alias and score are displayed publicly on the Website – your full name, company, and email address are never displayed publicly.

7. CROSS-BORDER TRANSFERS

Some of our service providers (for example, analytics or hosting providers) may store or process information outside South Africa. Where this occurs, we take reasonable steps to ensure the recipient is subject to a law, binding corporate rules, or an agreement providing an adequate level of protection substantially similar to POPIA, or that you have consented to the transfer.

8. DATA RETENTION

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected, including to satisfy any legal, accounting, or reporting requirements. Contact form enquiries and leaderboard entries are generally retained for 24 months after our last interaction with you, after which the information is securely deleted or anonymised, unless a longer period is required by law. Leaderboard names and scores may be displayed publicly for as long as they remain on the leaderboard.

9. SECURITY OF YOUR INFORMATION

We implement appropriate technical and organisational measures to protect personal information against loss, unauthorised access, disclosure, alteration, or destruction, in accordance with Condition 7 (Security Safeguards) of POPIA. No method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

10. YOUR RIGHTS UNDER POPIA

Subject to POPIA, you have the right to:

- be notified that your personal information is being collected;
- access the personal information we hold about you;

- request that we correct or update inaccurate, incomplete, or outdated personal information;
- request that we delete or destroy personal information we are no longer authorised to retain;
- object, on reasonable grounds, to the processing of your personal information;
- object to the processing of your personal information for direct marketing purposes;
- not be subject to a decision based solely on automated processing that affects you significantly, without your input; and
- lodge a complaint with the Information Regulator regarding an alleged interference with the protection of your personal information (see clause 12 below).

To exercise any of these rights, please contact our Information Officer using the details in clause 11.

11. INFORMATION OFFICER

Our Information Officer is responsible for ensuring compliance with POPIA and for handling requests and complaints relating to your personal information.

Name: De Wet Swart

Title: Chief Executive Officer

Email: dewet@broadside.co.za

12. COMPLAINTS TO THE INFORMATION REGULATOR

If you are not satisfied with our response to a request or complaint, you have the right to lodge a complaint with the Information Regulator of South Africa:

Information Regulator (South Africa)

Address: Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg, 2191

Email: enquiries@inforegulator.org.za / POPIAComplaints@inforegulator.org.za

Tel: 010 023 5200 / 0800 017 160 (toll-free)

Website: www.inforegulator.org.za

13. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal, operational, or regulatory reasons. The updated version will be posted on this page with a revised "Last Updated" date. We encourage you to review this Policy periodically.

14. CONTACT US

If you have any questions about this Privacy Policy or how we handle your personal information, please contact us at:

Broadside Technologies (Pty) Ltd

Address: 18 Vista, Rantkant Cresent, Zwartkops, Centurion, 0157

Email: info@broadside.co.za

Website: <https://www.broadside.co.za>