



BLACK SWAN
TECHNOLOGY HOLDINGS

Privacy and Cookie Policy

1. Objective:

This Privacy Policy governs our policies and practices with respect to personally identifiable information (“Personal Information”) and other data that is collected by Black Swan Technology Holdings (Pty) Ltd (Registration number 2020/571449/07), its subsidiaries, affiliated companies and successors in title, inclusive of but not limited to: Matt Brown Media (Pty) Ltd (Registration number: 2016/490938/07); Tech Lead Bay (Pty) Ltd (Registration number: 2019/483310/07) (“the Company”); in connection with our websites, located at <https://www.blackswan.tech>; <https://www.digitalkungfu.com>; <https://www.techleadbay.com> (the “Site”) and our related services (together with the Site, the “Service(s)").

By using our Services you are consenting to our processing of your Personal Information and data as set forth in this Privacy Policy now and as amended. As used herein, “processing” means using or accessing information in any way, including, but not limited to, collecting, storing, deleting, combining and disclosing information. Our servers are located in Johannesburg, South Africa. Accordingly, if you reside outside South Africa, by using the Services, you acknowledge and agree that your Personal Information will be transferred to South Africa, and processed and stored in South Africa. By using our Services, you understand that your information may be transferred to our facilities and those third parties with whom we share it as described in this Privacy Policy.

2. Log Data

When you interact with the Site or use our Services, our servers automatically receive and store certain personally non-identifiable information (“Log Data”). This Log Data is collected passively and may include information such as your IP address, browser type or the domain from which you are visiting, the Site pages you visit, the search terms you use, and any advertisements on which you click. For most users accessing the Internet from an Internet service provider, the IP address will be different every time you log on. We use Log Data to provide you with the Services and pool it with other information to monitor the use of the Services, and for the technical administration of the Services. We do not associate your IP address with any other Personal Information to identify you personally, except in cases where we are asked to comply with a subpoena or other legal demand or where we suspect that there has been a violation of our policies, our Terms of Service and/or applicable law.

The Company uses the Personal Information you provide in a manner that is consistent with this Privacy Policy. We will use your Personal Information in order to provide you with access to and use of our Services, to help us improve the content and functionality of the Services and to better understand our users. If you contact us by email through the Services, we may keep a record of your contact information and correspondence, and may use your email address, and any information that you provide to us in your message, to respond to you. In addition, we may use your contact information to market to you, and provide you with information about our products and services and the products and services of our partners that we believe may be of interest to you. If you decide at any time that you no longer wish to receive such marketing information or communications from us, please follow the unsubscribe instructions provided in any of the communications.

3. Information Sharing and Disclosure

We consider your information to be a vital part of our relationship with you. There are, however, certain circumstances in which we may share your Personal Information with certain third parties without further notice to you, as set forth below.



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4. Service Providers

We engage certain trusted third parties to perform functions and provide services to us, including, without limitation, hosting and maintenance, customer relationship, database storage and management, and direct marketing campaigns. We will share your Personal Information with these third parties, but only to the extent necessary to perform these functions and provide such services.

5. Personal Information

Furthermore, in connection with the operation, promotion, advertising or marketing of our Services, we may provide certain of our partners (e.g., special reward providers; etc.) with Personal Information (e.g., your name) and other content or information related to you, in order to access such information using information already in their possession. Please note: each time we provide any of your Personal Information to our partners, we only provide information to these partners that is publicly available or publicly viewable.

6. Business Transfers

The Company may sell, transfer or otherwise share some or all of its assets, including your Personal Information, in connection with a merger, acquisition, reorganization or sale of assets or in the event of winding up.

7. Disclosures for Legal Purposes

The Company may disclose your Personal Information if required to do so by law or in the good faith belief that such action is necessary to comply with a legal obligation, protect and defend the rights or property of the Company, act in urgent circumstances to protect the personal safety of users of the Services or the public, or protect against legal liability.

The Company employs administrative, physical and electronic measures designed to protect your information from unauthorized access. However, no Internet or email transmission is ever fully secure or error free. We will make any legally-required disclosures of any breach of the security, confidentiality, or integrity of your unencrypted electronically stored Personal Information to you via email or conspicuous posting on this Site in the most expedient time possible and without unreasonable delay, consistent with the legitimate needs of law enforcement or any measures necessary to determine the scope of the breach and restore the reasonable integrity of the data system.

8. Links to Other Websites

Our Services may contain links to other websites. The fact that we link to a website is not an endorsement, authorization or representation of our affiliation with that third party. We do not exercise control over third party websites. These other websites may place their own cookies or other files on your computer, collect data or solicit personally identifiable information from you. Other sites follow different rules regarding the use or disclosure of the personally identifiable information you submit to them. We encourage you to read the privacy policies or statements of the other websites you visit.

9. Our Policy Towards Children

If a parent or guardian becomes aware that his or her child has provided us with Personal Information without his/her consent, he or she should contact us at hello@blackswan.tech. We do not knowingly collect Personal Information from children under 13. If we become aware that a child under 13 has provided us with Personal Information, we will delete such



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information from our files. If you are under the age of 13, please do not submit any Personal Information through the Services. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our Privacy Policy by instructing their children never to provide Personal Information via the Services without their permission.

10. Changes to this Privacy Policy

The Services and our business may change from time to time. As a result, at times it may be necessary to make changes to this Privacy Policy. This Privacy Policy may be updated or modified from time to time for any reason without prior notice. We will notify you of any material changes to our Privacy Policy by posting the new Privacy Policy on our Site or by emailing you. This Privacy Policy was last updated on the date indicated above. Your continued use of the Services after any changes or revisions to this Privacy Policy shall indicate your agreement with the terms of such revised Privacy Policy. You are advised to consult this Privacy Policy regularly for any changes.

11. Cookie Policy

We have a legitimate interest in the use of cookies in the pursuit of our business. Cookies and similar tracking technologies, such as tags, scripts and beacons, are small pieces of code (referred to as cookies hereafter) that are stored on a device (computer, mobile phone, tablet etc.) and enable us to personalise our and our clients content. We may use cookies in emails we send to you and on our website.

We will always make sure our website contains clear and easy to find information about our cookies.

Our cookie table lists the cookies we use, including third party cookies.

Cookie Name	Purpose	Source	Contact	Type
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Legal Name: Blackswan Technology Holdings (Pty) Limited Address: Physical: Block 4, Albury Office Park, 2 Albury Road, Dunkeld West, Randburg, 2196	United States	HTTP
_gat	Used by Google Analytics to throttle request rate.	Postal: Block 4, Albury Office Park, 2 Albury Road, Dunkeld West, Randburg, 2196	United States	HTTP
_gid	Registers a unique ID that is used to generate statistical data on how visitors use the website.	Contact Details: Telephone Number: 27 (0)11 593 3249 hello@blackswan.tech	United States	HTTP



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Ads/ga-audiences	Used by Google AdWords to re-engage visitors who are likely to convert to customers based on the visitor's online behaviour across websites.	Google.com Legal Name: Google LLC Address: 1600 Amphitheatre Parkways, Mountain View, California, United States of America, 94043. Contact Details: https://www.google.com/contact/	United States	Pixel
Fr	Used by Facebook to deliver a series of advertisement products such as real-time bidding from third party advertisers.	Facebook.com Legal Name: Facebook Address: Menlo Park, California, United States of America, 94043. Contact Details: https://www.facebook.com/help/?ref=pf	United States	HTTP

12. Questions

If you have any questions or comments about this Privacy Policy or our use of your personally identifiable information, please contact us at hello@blackswan.tech, or Block 4, Albury Office Park, 2 Albury Road, Dunkeld West, Randburg, 2196.