



MEDIALENS INTELLIGENCE (PTY) LTD

PRIVACY NOTICE

How MediaLens Intelligence collects, uses and protects personal information.

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Contact	paia@medialens.media
Status	Level 1 B-BBEE Contributor EME 100% Black-Owned Entity

This document should be reviewed by the appointed Information Officer before publication.

PRIVACY NOTICE

Privacy Notice MediaLens Intelligence respects privacy and processes personal information responsibly. This notice explains the information we may process when someone visits our website, uses our platform, communicates with us, becomes a client or supplier, receives marketing communications, or appears in a media-contact or stakeholder database.

1. Who is responsible for your information

MediaLens Intelligence (Pty) Ltd is the responsible party for personal information processed through MediaLens, unless we process information solely on behalf of a client under a written agreement. Our Information Officer contact email is paia@medialens.media. Registered and physical address details will be published here once confirmed.

2. Information we may collect

- Identity and contact information, such as name, job title, organisation, email address, phone number and communication preferences.
- Account and platform information, such as login details, access permissions, activity logs, support requests and settings.
- Client-service information, such as project briefs, monitoring keywords, reports, billing records and correspondence.
- Professional media-contact information, such as publication, beat, work email, work phone number and public professional profile details.
- Website and technical information, such as IP address, browser/device information, cookies and analytics data.

3. Why we process it

- to provide, support and improve MediaLens services;
- to deliver requested monitoring, reports, alerts and client communications;
- to manage accounts, contracts, billing and business relationships;
- to maintain a professional media-contact and stakeholder database;
- to protect the platform, investigate misuse and maintain security; and
- where permitted, to send relevant business communications and marketing.

We process information only where POPIA allows us to do so, including where it is necessary for a contract, legitimate business interests balanced against privacy rights, compliance with a legal obligation, protection of legitimate interests, or consent where required.

4. When we share information

We may share information with authorised staff, trusted service providers that help us operate the platform, professional advisers, regulators or law-enforcement bodies where legally required, and clients where this is necessary to deliver contracted services. We do not sell personal information. We require operators to protect personal information and use it only for authorised purposes.

5. Security, retention and international transfers

We use reasonable organisational and technical safeguards to protect personal information. Access is limited to authorised people and systems. We retain information only for as long as reasonably necessary for the purpose collected, contractual obligations, legal retention requirements, disputes, security or audit

needs. Some providers may process information outside South Africa; where this occurs, MediaLens will take reasonable steps to ensure appropriate protection.

6. Your rights

- ask whether we hold personal information about you and request access;
- request correction, update, deletion or destruction of information that is inaccurate, irrelevant, excessive, out of date, incomplete, misleading or unlawfully obtained;
- object to processing in appropriate circumstances;
- withdraw consent where processing relies on consent; and
- lodge a complaint with the Information Regulator.

To exercise a right, email paia@medialens.media. We may request proof of identity before responding. A PAIA request for access to records may be subject to the separate MediaLens PAIA Manual.

7. Cookies and website analytics

Our website may use essential cookies and analytics technologies to operate, secure and improve the service. Where required, we will provide notice and appropriate controls. You can usually control cookies in your browser settings, but some functions may not work correctly if essential cookies are disabled.

8. Updates and contact

We may update this Privacy Notice when our services, legal obligations or processing practices change. The latest version will be available at www.medialens.media. Questions or requests: paia@medialens.media.

This notice should be read with the MediaLens PAIA Manual and any applicable client agreement or platform terms.