

Privacy Policy

1. This notice applies to the SABC's Digital Platforms i.e., website/s and mobile application/s and all other media and communication platform services owned by the SABC. Please take time and acquaint yourself with this notice as it details how we process and protect your personal information that you share with us when you access all our Digital platforms and all media sites owned by the SABC.
2. In terms of the Protection of Personal Information Act No.4 of 2013 "POPIA" the SABC is a Responsible Party for handling personal information belonging to its User and/or Subscribers known as Data Subjects.
3. We are committed to protecting your privacy and the processing of personal information in compliance with POPIA that was enacted to give effect to a persons' right to privacy through protecting individuals' personal information from abuse such as identity theft in the Republic of South Africa.
4. When you use our Digital Platforms and all other media and communication platform services, we will collect your personal information for internal process such as understanding who uses our platforms, where our audience is coming from geographically and more so as to be able to improve our services inclusive of content offering. We are legally obliged to safeguard all the personal information that we process in compliance with POPIA as guided by our Protection of Personal Information Policy.
5. Under no circumstances will we share, rent or sell your personal information to a third party and we commit to use security measures to protect your personal information in our possession from abuse and only use such information for the purpose for which it is collected as well process data in accordance with POPIA.
6. We require your consent prior to processing your personal information, however there are exceptional circumstances where we are permitted to disclose personal information if we believe that such action is necessary to:-
 - 6.1 comply with a legal obligation;
 - 6.2 protect and defend the rights or property of the SABC;
 - 6.3 investigate possible wrongdoing in connection with the service;
 - 6.4 protect the personal safety of other users of the service or members of the public; and
 - 6.5 protect ourselves from legal liability.
7. As a User and/or Subscriber, when you use our Digital platforms, we will collect the following personal information but not limited to the below;
 - 7.1 general personal information including your contact details;
 - 7.2 usage information;
 - 7.3 device and browser information; and

7.4 location and demographic information.

7.5 User activities i.e., navigation and consumption of content and/or data on our digital platforms

8. Please be further advised that some of our Digital platforms i.e. website use Cookies which you may opt to exclude by rejecting or by changing your privacy settings. Once a User and/or Subscriber accepts Cookies, SABC will have access to your digital footprint and will store this information and use it for information gathering purposes.

Kindly note that from time to time we will have links to other 3rd party digital platforms i.e., websites and/or mobile applications on our website and all other media and communication platforms services owned by the SABC. Please note that once you click on the link, you will be redirected to a 3rd party platform i.e., website and will no longer be on our website and all other media and communication platforms services owned by the SABC, this Privacy Policy will cease to be applicable and the notices on 3rd party platform i.e. website will be fully applicable. It is important to note that SABC uses YOUTUBE for playback through integration for some of their content and it is important that Users/Subscribers familiarize themselves with [Google Privacy Policy](#) and also [YOUTUBE Terms of Services](#)

9. This Privacy Policy shall be governed by the laws of Republic of South Africa and the User and/or Subscriber consents to the jurisdiction of the courts in the Republic of South Africa.
10. Please be advised that this Privacy Policy is subject to change from time to time and we encourage the User and/or Subscriber to constantly familiarize themselves with same.