



Mystic Cloud (Pty) Ltd
t/a VWV Group (Pty) Ltd

Reg No. 2018/518497/07
Vat No: 4280283948

59 Kyalami Boulevard
Kyalami Business Park
Kyalami, 1685
South Africa

PO Box 68781
Bryanston, 2021
South Africa

VWV Group

Privacy Notice

05/06/2026



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3 List of Acronyms and Abbreviations

Abbreviation	Explanation
CEO	Chief Executive Officer
DIO	Deputy Information Officer
IO	Information Officer
Minister	Minister of Justice and Correctional Services
PAIA	Promotion of Access to Information Act No. 2 of 2000 (as amended)
POPIA	Protection of Personal Information Act No. 4 of 2013
Regulator	Information Regulator
Republic	Republic of South Africa

4 Introduction

VWV Group (Pty) Ltd (“VWV”, “we”, “us”, or “our”) is committed to protecting your personal information and respecting your right to privacy. This Privacy Notice explains who we are, what personal information we collect about you, why we collect it, how we use and protect it, and what rights you have in relation to it.

This notice is prepared in compliance with the Protection of Personal Information Act 4 of 2013 (“POPIA” or “the Act”), which is the primary South African legislation governing the lawful processing of personal information.



POPIA gives effect to the constitutional right to privacy and establishes the conditions under which personal information may be collected, stored, used, and shared.

This notice applies to all individuals whose personal information VWV processes, including clients, website visitors, service providers, job applicants, and employees. Please read this notice carefully. If you have any questions, you are welcome to contact our Information Officer using the details provided in Section 6.

5 About VWV Group

VWV Group (Pty) Ltd is a South African company specialising in experiential and event services, including experiential and event production, virtual and hybrid experiences, live-to-air broadcasts, employee engagements, brand activations, multimedia content, video production, digital and mobile technology, 360° VR and AR applications, technical and staging, sets, installations, exhibitions, and logistics and guest management.

<p>Business Name</p> <p>VWV Group (Pty) Ltd</p>	<p>Registration Number</p> <p>2024-027918</p>
<p>Business Address</p> <p>59 Kyalami Blvd, Kyalami Park, Kyalami, 1684</p> <p>Website</p> <p>www.vwv.com</p>	<p>Postal Address</p> <p>59 Kyalami Blvd, Kyalami Park, Kyalami, 1684</p> <p>General Enquiries</p> <p>[info@vwv.com]</p>



6 Our Information Officer

In terms of POPIA, every responsible party (being the person or entity that determines the purpose of and means for processing personal information) must designate an Information Officer. VWV's Information Officer is responsible for ensuring that VWV complies with its obligations under POPIA and for handling requests and complaints from data subjects.

Information Officer	Richard Lowe
Title / Position	Group Deputy Managing Director
Telephone	011 799 2745
Email Address	richard@vwv.com
Postal / Physical Address	59 Kyalami Blvd, Kyalami Park, Kyalami, 1684

You may direct any request to access, correct, or delete your personal information, or any complaint relating to the processing of your personal information, to the Information Officer using the contact details above.

7 Personal Information We Collect

Personal information means any information that can identify you as an individual, or that relates to an identifiable person. VWV only collects the



minimum amount of personal information necessary for the purpose for which it is collected. The specific information we collect depends on your relationship with us.

7.1 Clients and Prospective Clients

When you engage VWV for services, or enquire about our services, we may collect:

- Full name and title
- Contact details, including telephone number and email address
- Physical and postal address
- Company name and registration number (for legal entities)
- VAT number and tax-related information
- Financial information relevant to invoicing and payment
- Correspondence and communications relating to the provision of services

7.2 Website Visitors

If you visit our website at www.vwv.com, your browser automatically transmits certain technical data, including:

- Your IP address
- Browser type and version
- Pages visited and time of visit
- Referring website, if applicable



We may also use cookies on our website. Please refer to Section 14 of this notice for further information on cookies.

7.3 Service Providers and Suppliers

When engaging with service providers and suppliers, we may collect:

- Full name and contact details of the relevant representative
- Company name, registration number, and VAT number
- Banking details for payment purposes
- Tax-related information

7.4 Job Applicants

When you apply for a position at VWV, we may collect:

- Full name, contact details, and identity number
- Curriculum vitae, including educational qualifications, work history, and references
- Any other information you voluntarily provide as part of the application process

7.5 Employees



For the purposes of employment administration, we collect a broader range of personal information, which is governed by our internal Employee Privacy Notice. This may include identity information, employment records, payroll information, disciplinary records, and health-related information where applicable and lawful.

7.6 Special Personal Information

POPIA restricts the processing of certain categories of sensitive personal information, referred to as "special personal information". This includes information relating to a person's health, race, religion, political beliefs, trade union membership, criminal behaviour, and biometric data. VWV will only process such information where we are legally permitted to do so, such as where you have given specific consent, or where processing is required by law.

8 Why We Collect Your Personal Information (Lawful Basis)

POPIA requires that personal information may only be processed if at least one of the following lawful bases applies. VWV processes personal information on the following grounds:



Lawful Basis	Examples of When This Applies
Contractual necessity	Processing your information to provide services you have requested, or to fulfil our contractual obligations to you.
Consent	Where you have given us specific, informed, and voluntary consent to process your personal information, for example for marketing communications.
Legitimate interest	Where processing is necessary for our legitimate business interests, such as maintaining client records, improving our services, or ensuring the security of our systems, provided your rights and interests are not overridden.
Legal obligation	Where we are required to process your personal information to comply with a legal obligation, such as tax laws, employment legislation, or a court order.
Vital interests	In rare circumstances, to protect your vital interests or those of another person, for example in a health emergency.

9 How We Use Your Personal Information

VWV uses personal information only for the purpose for which it was collected, or for a purpose that is compatible with the original purpose. We will not use your personal information for any other purpose without informing you and, where required, obtaining your consent.

Specifically, we may use your personal information to:

- Provide and manage the services you have requested from us
- Communicate with you regarding your account, enquiries, or service delivery



- Process payments and manage our financial records
- Comply with our legal and regulatory obligations
- Recruit and administer employees and contractors
- Respond to your requests, complaints, or queries
- Improve our services, website, and business processes
- Send you marketing communications, where you have consented or where we have a legitimate interest to do so
- Maintain accurate and up-to-date records

We do not sell your personal information to third parties.

10 Sharing Your Personal Information

VWV may share your personal information with third parties in the following circumstances:

10.1 Service Providers

We engage third-party service providers to assist us in delivering our services and managing our operations. These include providers of cloud-based data storage, email and network services, IT security, human resources management systems, marketing platforms, and legal and professional services. These parties process personal information on our behalf and are contractually required to implement adequate security measures and to process personal information only as directed by VWV.



10.2 Legal and Regulatory Authorities

We may disclose your personal information to government bodies or regulatory authorities where required to do so by law. This includes, without limitation, the South African Revenue Service (SARS), the Department of Labour, the South African Police Service (SAPS), and the South African Qualifications Authority (SAQA).

10.3 Credit and Verification Bodies

In appropriate circumstances, we may share personal information with credit bureaus or verification agencies for the purposes of credit checks, qualification verifications, or criminal record checks.

10.4 Business Transfers

In the event of a merger, acquisition, sale of assets, or similar corporate transaction involving VWV, your personal information may be transferred to the relevant parties, subject to appropriate confidentiality undertakings.

11 International Transfers of Personal Information



Some of our service providers, particularly those offering cloud-based services, may store or process personal information on servers located outside the Republic of South Africa. In such cases, VWV takes reasonable steps to ensure that the recipient country or third party affords an adequate level of protection to personal information, as required by section 72 of POPIA.

Where personal information is transferred to a recipient in a country that does not provide adequate protection, VWV will implement appropriate safeguards, such as binding contractual obligations, to protect your personal information in accordance with the standards required by POPIA.

12 Retention of Personal Information

VWV retains personal information only for as long as is necessary to fulfil the purpose for which it was collected, or as required by applicable law. The retention period for personal information is determined with reference to the following considerations:

- The purpose for which the personal information was collected
- Applicable legal or regulatory retention requirements (for example, the Income Tax Act or the Basic Conditions of Employment Act)
- Any contractual obligations that require us to retain records for a specified period
- Whether any legal proceedings or disputes are pending that may require the information to be retained

Once personal information is no longer required, VWV will securely destroy or anonymise it, in a manner that prevents reconstruction. Anonymised



information, which can no longer identify an individual, may be retained for statistical or analytical purposes.

13 How We Protect Your Personal Information

VWV implements reasonable technical and organisational security measures to protect your personal information against unauthorised access, loss, destruction, or alteration. These measures include:

- Boundary firewalls and internet gateways to protect our network
- Secure configuration of all devices and software within our IT infrastructure
- Logical and physical access controls, including role-based access permissions
- Malware protection and antivirus software
- Regular patch management to keep software current and secure
- Encryption of sensitive data where appropriate
- Staff training and awareness programmes

All third-party service providers who process personal information on behalf of VWV are required, by contract, to implement security measures that are at least equivalent to those employed by VWV.

While we take every reasonable precaution to protect your personal information, no system is entirely immune from risk. In the event of a security compromise that is likely to affect you adversely, we will notify you and the Information Regulator as required by POPIA.



14 Cookies and Website Tracking

Our website (www.vwv.com) may use cookies and similar tracking technologies to enhance your browsing experience and to help us understand how our website is used. A cookie is a small text file placed on your device by a website.

We may use the following types of cookies:

- Essential cookies: These are necessary for the website to function properly and cannot be disabled.
- Analytical cookies: These help us understand how visitors interact with our website, enabling us to improve the site's performance and content.
- Marketing cookies: These may be used to deliver relevant advertising and to track the effectiveness of marketing campaigns, where you have consented to such use.

You may disable cookies in your browser settings; however, doing so may affect the functionality of certain parts of our website. Where we rely on your consent to use cookies, you will be presented with an option to manage your cookie preferences.

15 Your Rights as a Data Subject

POPIA grants you the following rights in respect of your personal information. VWV is committed to upholding these rights and to responding to your requests



within a reasonable time, and in any event within 30 days unless extended as permitted by law.

Your Right	What This Means for You
Right to be Informed	You have the right to be notified when we collect your personal information, including the purpose of collection, whether provision is voluntary or mandatory, and any consequences for not providing the information. This notice fulfils that obligation.
Right of Access	You may request confirmation as to whether we hold your personal information, and obtain a copy of that information. You may submit a request using the contact details of our Information Officer set out above.
Right to Correction or Deletion	If your personal information is inaccurate, incomplete, or out of date, you may request that we correct it. You may also request deletion of your personal information where we no longer have a lawful basis for processing it.
Right to Object	You have the right to object to the processing of your personal information on the grounds of your particular situation. You may also object at any time to the processing of your personal information for direct marketing purposes, and we will cease such processing upon receipt of your objection.
Right to Withdraw Consent	Where we process your personal information based on your consent, you may withdraw that consent at any time. Withdrawal of consent does not affect the lawfulness of processing that took place before the withdrawal.
Right to Complain	You have the right to lodge a complaint with the Information Regulator (South Africa) if you believe we have processed your personal information unlawfully or unfairly. The contact details



Your Right	What This Means for You
	of the Information Regulator are set out in Section 16 of this notice.

To exercise any of the rights set out above, please contact our Information Officer using the details in Section 6 of this notice. We may request reasonable proof of your identity before processing your request, in order to protect your personal information from unauthorised access.

16 The South African Information Regulator

If you believe that VWV has processed your personal information in a manner that is inconsistent with POPIA, or that your rights as a data subject have not been respected, you have the right to lodge a complaint with the Information Regulator (South Africa).

Before lodging a formal complaint with the Regulator, we encourage you to first contact our Information Officer, as set out in Section 6, so that we may attempt to resolve the matter directly.

Information Regulator (South Africa)	
Postal Address	Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg, 2191
Physical Address	Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg, 2191



POPIA Complaints	POPIAComplaints@inforegulator.org.za
General Enquiries	inforeg@justice.gov.za
Website	www.inforegulator.org.za

17 Updates to This Privacy Notice

VWV may update this Privacy Notice from time to time to reflect changes in our practices, legal requirements, or operational procedures. When we make material changes, we will notify you by posting the updated notice on our website (www.vwv.com) and, where appropriate, by direct communication. The date of the most recent revision appears at the top of this notice.

We encourage you to review this notice periodically to stay informed of how we are protecting your personal information.

18 Contact Us

If you have any questions about this Privacy Notice, or if you wish to exercise any of your rights as a data subject, please contact our Information Officer:

Information Officer | VWV Group (Pty) Ltd

Email: richard@vwv.com

Address: 59 Kyalami Blvd, Kyalami Park, Kyalami, 1684





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Directors: MW Steinhobel, KW Shuenyane, JX Hlongwane, CA Pretorius, MM Jean-Louis, RKC Lowe