

PRIVACY POLICY

1. GENERAL

1.1 Edward Snell & Company Ltd ("we" or "us" or "our") are committed to protecting and respecting your privacy.

1.2 This privacy policy (together with our terms and conditions (<http://kingofkicks.co.za/docs/TCs.pdf>) sets out the basis on which any personal information we collect from you, or that you provide to us, will be used, stored and processed by us. Please read the following carefully to understand our views and practices regarding your personal information and how we will treat it.

2. INFORMATION WE MAY COLLECT FROM YOU

2.1 We may collect and process the following information about you:

2.1.1 Information that you provide by filling in forms on our website located at www.kingofkicks.co.za ("Website"). This includes information provided at the time of registering to use our Website (where relevant), subscribing to our service, posting material or requesting further services and/or information. We may also ask you for information when you enter a competition or promotion and when you report a problem with the Website.

2.1.2 If you contact us, we may keep a record of that correspondence.

2.1.3 Details of your visits to the Website including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own purposes or otherwise and the resources (content) that you access.

3. COOKIES

3.1 Our Website uses Cookies to distinguish you from other users of the Website. "Cookies" are small text files transferred by a web server to your hard drive and thereafter stored on your computer. The types of information a Cookie collects include the date and time you visited the Website, your browsing history, your preferences, and your username (where relevant).

3.2 Cookies enable us to:

3.2.1 estimate our Website's audience size and usage pattern;

3.2.2 recognise you when you return to the Website.

3.3 You have the ability to either accept or decline the use of Cookies on your computer, whether you are registered with us or not. Typically, you can configure your browser to not accept Cookies. However, declining the use of Cookies may limit your access to certain features of the Website.

4. STORAGE OF YOUR PERSONAL INFORMATION

4.1 We will do our best to protect your Personal Information, and we will use technology that will help us to do this, however, the transmission of information via the Internet is not completely secure and we cannot guarantee the security of your information transmitted to our Website. Any transmission of your

information to our Website is entirely at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

4.2 As we operate the Website from South Africa, all the information, including any personal information we collect or that you submit to us will be stored and processed in South Africa.

4.3 We will keep your personal information only for a reasonable time to enable us to use it for the purposes described in this privacy policy.

5. USES MADE OF THE INFORMATION

5.1 We use information held about you in the following ways:

5.1.1 To ensure that content from our Website is presented in the most effective manner for you and for your computer. .

5.1.2 To allow you to participate in interactive features made available on the Website, when you choose to do so.

5.1.3 To notify you about changes to our Website.

6. DISCLOSURE OF YOUR INFORMATION

6.1 We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in the Companies Act No. 71 of 2008.

6.2 We may disclose your personal information to third parties:

6.2.1 in the event that we sell or buy any business or assets, in which case we may disclose your personal information to the prospective seller or buyer of such business or assets.

6.2.2 if Edward Snell & Company Ltd or substantially all of its users and/or assets are acquired by a third party, in which case personal information held by it about its customers will be one of the transferred assets; and

6.2.3 if we are under a duty to disclose or share your personal information in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions (<http://kingofkicks.co.za/docs/TCs.pdf>) 7.

7. YOUR RIGHTS

7.1 You have the right to ask us not to process your personal information for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by contacting us at simoneb@esnell.co.za

8. CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

9. GOVERNING LAW

The contents of this privacy policy shall be governed by South African Law.

10. CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to simoneb@esnell.co.za