



PRIVACY POLICY

Effective Date: 04 July 2026

PLEASE READ THIS POLICY CAREFULLY

Live Undergrounds ("Live Undergrounds", "we", "our", or "us") is a live experiences platform operated by **Dikotla Originals (Pty) Ltd**, dedicated to connecting people through curated live entertainment and cultural experiences hosted in unique and unexpected spaces.

The platform enables audiences to discover, participate in, and book live experiences, while supporting a growing network of audiences, artists, venues, producers, partners, and cultural experiences. Through both its digital platform and in-person experiences, Live Undergrounds fosters discovery, participation, creativity, and community by creating opportunities for people to connect around shared live experiences.

Protecting your personal information is important to Live Undergrounds ("Live Undergrounds", "our", "us" or "we"). Live Undergrounds is a live experiences platform operated by Dikotla Originals (Pty) Ltd that enables people to discover, participate in, and book curated live entertainment and cultural experiences. The platform supports a growing network of audiences, artists, venues, producers, partners, and cultural experiences while fostering participation, discovery and community through both digital and in-person experiences. This policy explains how we collect, use, store, share, and protect your personal information in accordance with the Protection of Personal Information Act 4 of 2013 (POPIA) of South Africa. This Privacy Policy applies to your use of the Live Undergrounds platform, including your interaction with our website, digital platform, communications, services, live experiences, programmes, and other activities made available by or through Live Undergrounds.

This policy applies to:

This policy applies to:

- (i) Website Visitors;
- (ii) Members;
- (iii) Participants who reserve or attend Live Undergrounds experiences;
- (iv) Additional Guests;
- (v) Newsletter Subscribers and Community Members;
- (vi) Individuals participating in Live Undergrounds programmes, workshops, surveys, research initiatives and community activities.

This Privacy Policy sets out the basis upon which personal information relating to Website Visitors, Members, Participants and Additional Guests is processed in connection with the Live Undergrounds platform, its website, and associated digital and in-person experiences.

This Privacy Policy supplements other notices and privacy policies published by Live Undergrounds and is not intended to override them. Separate privacy notices may apply where individuals engage

with Live Undergrounds in specific capacities, including as performers, venue hosts, service providers, contractors, employees, or other specialised platform participants.

This policy does not cover the processing of personal data of hosts or performers. Please refer to our 'Privacy Policy For Hosts' or our 'Privacy Policy For Performers' for details of how we process personal data in this respect.

Our Website may contain links to third party websites. If you follow a link to any of those third-party websites, please note that they have their own privacy policies and that we do not accept any responsibility or liability for their policies or processing of your personal information. Please check these policies before you submit any personal information to such third-party websites.

Identity and contact information of the Data Controller

DIKOTLA Originals (Pty) Ltd is the controller and responsible for this website. DIKOTLA Originals (Pty) Ltd is a private company registered in South Africa (Registration Number – 2020/637346/07) with its registered address - No 524, Unit B, Mankweng, 0727, Polokwane, Limpopo Province, South Africa. Operating from address - Unit 268, Southgate Ridge, 1 Duin Place, Meredale, 2091, Johannesburg, Gauteng Province, South Africa.

Questions, comments and requests regarding this privacy policy are welcome and should be addressed to info@liveundergrounds.com

If you have concerns about how we process your personal information, we encourage you to contact us first so that we can attempt to resolve your concerns. You also have the right to lodge a complaint with the Information Regulator (South Africa), the authority responsible for enforcing the Protection of Personal Information Act.

Information Regulator (South Africa)

Website: <https://inforegulator.org.za>

Email: PAIAComplaints@inforegulator.org.za

General enquiries: enquiries@inforegulator.org.za

Personal information we may process about Users, Members and Additional Guests

We may collect, use, store and transfer different kinds of personal data which we have grouped together follows:

- **Member Data**, which includes the first name, last name, email address, social media profile, gender, year of birth, phone number and hometown of a Member.
- **Additional Guest Data**, which includes the first name, last name and email address of each Additional Guest.
- **Transaction Data**, which includes details about payments to and from a Member and other details of services a Member has purchased from us.
- **Technical Data**, which includes a User's or Member's internet protocol (IP) address, login data, browser type and version, unique phone ID (if using our app), time zone setting and location used to access the Website.

- **Profile Data**, profile Data, which includes a Member's password, experiences they have registered for, booked, attended or participated in, programmes or activities they have joined, participation history, experience preferences, neighbourhood preferences, communication preferences, feedback, survey responses and other information that helps us improve the platform and personalise their experience.
- **CCTV Data** CCTV Data which include images captured through CCTV or other security systems operating at Live Undergrounds experiences or authorised platform activities.
- **Event Data**, which include professional recordings of such events by us or our service providers.

A breakdown of the personal data we may process is set out in the list below. Please note that third parties may collect personal data directly. For example, payment processors such as Paysfast network, collect financial data (such as payment card details) when payment is made to us on or through the Website. The list below follows the following structure:

What is the personal data we're processing

What's the personal data

What's our legal basis for processing

Will personal data be shared with third parties?

Tech operations

1. **To sign-up individuals Members.**
Member Data and Profile Data.
Performance of a contract.
We may share this data with our suppliers from time to time to help us manage the registration process. Please contact us for more details.
2. **To process secure access to the Website.**
Member Data, Technical Data and Profile Data.
Performance of a contract.
We will share your email address and IP address with Sscreen SAS to ensure website security.
3. **To manage our relationship with Members (e.g. notifying Members about changes to our terms or privacy policy).**
Member Data, Technical Data and Profile Data
Performance of a contract. Necessary to comply with a legal obligation
We share your name, email address and IP address with The Rocket Sciences Group LLC (t/a Mandrill) to send event email.
4. **Asking Members to leave a review or take a survey.**
Member Data, Technical Data and Profile Data.
Processing is necessary for our legitimate interests (i.e. to understand the requirements of our Members).
We may share this data with our suppliers from time to time to help us manage the review / survey process. Please contact us for more details.
5. **To use data analytics to improve our website, products/services, marketing, customer relationships and experiences**
Member Data, Technical Data, Profile Data

Where we do this by the use of cookies, only with your consent.

Necessary for our legitimate interests where we do this other than by way of cookies - to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy.

Where we use cookies, such data will be shared with third party analytics providers such as Google Analytics. We may share this data with our suppliers from time to time to help us manage the improvements to our website/products/services and customer relationships.

The above excludes text messaging originator opt-in data and consent; this information will not be shared with any third parties.

The website uses cookies to help keep track of items you put into your shopping cart including when you have abandoned your cart and this information is used to determine when to send cart reminder messages via SMS or email.

Please contact us for more details.

6. To share video content across our website platform

Member Data, Technical Data, Profile Data

Processing is necessary for our legitimate interests (i.e. to understand the requirements of our Members).

Such data will be shared with third party analytics providers such as Google Analytics. We also utilize third party APIs to share video content such as YouTube API Services. Third parties such as YouTube can serve content such as advertisements. You can review [Google's privacy policy here](#).

Experience Operations

As part of the Live Undergrounds experience model, event locations are only revealed to ticket holders within a limited timeframe before the event. Personal information may therefore be used to communicate event access details, location information, safety instructions, and event updates.

Live Undergrounds also operates programmes, workshops, community initiatives and other platform activities. Personal information may therefore be processed where necessary to facilitate registrations, communications, participation and operational management of these activities.

1. To register for or reserve participation in experiences

Member Data and Profile Data.

Performance of a contract.

We may share this data with our suppliers from time to time to help us manage the application process. Please contact us for more details.

2. To book or purchase participation in experiences.

Member Data, Profile Data, Transaction Data, Additional Guest Data.

Performance of a contract.

We will share your email address with Payfast network. so that payment receipts can be sent to you by email.

3. To manage payments and to collect / recover money owed to us.

Member Data and Transaction Data.

Performance of a contract. Processing is necessary for our legitimate interests (i.e. to recover debts due to us).

We may share this data with third parties from time to time. Please contact us for more details.

- 4. To send personalised communications relating to specific experiences, programmes or platform activities.**
Member Data, Profile Data and Additional Guest Data.
Performance of a contract. Necessary to comply with a legal obligation.
We share your name, email address and IP address with **The Rocket Sciences Group LLC (t/a Mandrill)** to send event emails.
- 5. To send SMS notifications relating to experiences, programmes or platform activities Members are participating in.**
Member Data and Profile Data.
Consent
We share your name and mobile number with **Twilio Inc. and Klaviyo, Inc.** to send SMS notifications about events.
- 6. To manage participation and experience operations (e.g. guest lists, venue access and participant services).**
Member Data, Profile Data and Additional Guest Data.
Performance of a contract. Necessary to comply with a legal obligation.
We share your name, email address, city, IP address and gender with **Salesforce.com Inc. (t/a Heroku)** as part of our event management efforts.
- 7. To send app push notifications**
Member Data and Profile Data.
Consent
We share your unique phone ID **with IMEDIAPP SA (t/a Batch)** to send app push notifications.
- 8. Asking Members or Additional Guests to provide feedback, reviews or complete surveys relating to experiences, programmes or platform activities they have attended or participated in.**
Member Data, Additional Guest Data and Profile Data.
Processing is necessary for our legitimate interests (i.e. to understand the requirements of our customers).
We may share this data with third parties from time to time. Please contact us for more details.
- 9. To send direct email marketing about similar goods and services.**
Member Data and Profile Data.
Processing is necessary for our legitimate interests (i.e. to send direct marketing information about Live Undergrounds experiences, programmes, initiatives and opportunities we believe may be of interest.).
We share your name, email address, city, IP address and gender with Klaviyo, Inc. to send marketing emails.
- 10. To send direct email marketing about third party goods and services.**
Member Data and Profile Data.
Consent
We share your name, email address, city, IP address and gender with Klaviyo, Inc. to send marketing emails.
- 11. To maintain the safety and security of Live Undergrounds experiences and participants**
CCTV Data

Processing is necessary for our
We may share CCTV footage with the police.

12. To document, promote and publicise Live Undergrounds experiences and authorised platform activities

Event Data

Processing is necessary for our legitimate interests of promoting our business

We may share Event Data on our website and also third party advertising channels.

Mission Control

1. To process customer service queries.

Member Data and Technical Data.

Performance of a contract with Members.

We share your name, phone number, city and email address with Zendesk, Inc. to help us process customer service queries.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from personal data but is not considered personal data in law as this data does not directly or indirectly reveal identity. For example, we may aggregate Technical Data to calculate the percentage of users accessing a specific section of our Website. However, if we combine or connect Aggregated Data with personal data so that it can directly or indirectly identify an individual, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any **Special Categories of Personal Data** (this includes details about race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

It is important that the personal data we hold is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

How personal data are collected

We may obtain personal data in three main ways:

- **Direct interactions.** Personal data may, for example, be provided to us when an individual completes forms on our website. This included personal data provided to us when an account is created.
- **Automated technologies.** Personal data may be collected automatically (such as the automatic recognition of IP addresses or placement of cookies on a device).
- **Third parties.** We may receive personal data from various third parties as set out below:
Additional Guest Data from Members;
Transaction Data from providers of payment processing services; and
Technical Data from analytics or search providers such as Google Analytics.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with access to experiences,

programmes or other platform activities). In this case, we may have to cancel the service you have with us but we will notify you if this is the case at the time.

International transfers

We may share personal data within Dikotla Originals (Pty) Ltd and its affiliated projects, programmes and platforms where this is necessary for legitimate operational, administrative, legal or commercial purposes and in accordance with applicable data protection laws. This may involve transferring your data outside the republic of South Africa. DIKOTLA Originals is a South African-based company and therefore when you submit your personal data to us it will leave your country of residence to arrive in South Africa.

Many of our external third parties are also based outside the Republic Of South Africa, so their processing of personal data will involve a transfer of data outside the South Africa.

Whenever we transfer your personal data out of the Republic of South Africa, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by South Africa. For further details, please refer to the Protection of Personal Information Act, 2013 (Act No. 4 of 2013), available from the South African Government website.
- Where we use certain service providers, we may use specific contracts in line with the POPIA acts guidelines, which give personal data the same protection it has within South Africa. For further details, please refer to the Protection of Personal Information Act, 2013 (Act No. 4 of 2013), available from the South African Government website.

Please contact us if you want further information on the specific mechanism used by us when transferring personal data out of South Africa.

Disclosure of your information

We may also disclose your personal information to third parties in the following circumstances:

Purpose of disclosure and third party(s) to which disclosure might be made

Use Justification

If you request we do so.

You have provided your consent.

If Live Undergrounds (and related projects under DIKOTLA Originals) or substantially all of its assets are acquired by a third party, personal information about our customers will be one of the transferred assets.

Legitimate interests (i.e. to dispose of our business).

If we are under a duty to disclose or share your personal data in order to comply with any legal obligation or to protect the rights, property, or safety of Live Undergrounds, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection.

Processing is necessary for compliance with a legal obligation, or processing is necessary in order to protect the vital interests of a natural person.

We may disclose your personal information to third parties, the courts and/or regulators or law enforcement agencies in connection with proceedings or investigations anywhere in the world where we are compelled or believe it is reasonable to do so. Where permitted, we will direct any such request to you or notify you before responding unless to do so would prejudice the prevention or detection of a crime.

Processing is necessary for compliance with a legal obligation, or processing is necessary in order to protect the vital interests of a natural person.

Alternatively, legitimate interests (i.e. to cooperate with law enforcement and regulatory authorities).

Data retention – how long will we use your personal data for?

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

By law we have to keep basic information about our customers (including Member and Transaction Data) for six years after they cease being customers for tax purposes.

In some circumstances you can ask us to delete your data: **see below for further information.**

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, where appropriate and lawful, anonymised information may also be used to improve Live Undergrounds experiences, develop new platform programmes, understand audience participation, support research initiatives and strengthen community engagement. In which case we may use this information indefinitely without further notice to you.

Your rights

You have various rights in relation to your personal data. All of these rights can be exercised by contacting us at info@liveundergrounds.com

You have the following rights in relation to your personal data:

The rights described below are afforded to data subjects under the Protection of Personal Information Act, 2013 (Act No. 4 of 2013), together with any other applicable South African laws.

Rights Details

Right of access

You have the right to obtain from us confirmation as to whether your personal data are being processed, and, where that is the case, access to such personal data.

Right to Rectification

We will use reasonable endeavours to ensure that your personal information is accurate. In order to assist us with this, you should notify us of any changes to the personal information that you have provided to us by sending us a request to rectify your personal data where you believe the personal data we have is inaccurate or incomplete.

Right to erasure / 'Right to be forgotten'

Asking us to delete all of your personal data will result in us deleting your personal data without undue delay (unless there is a legitimate and legal reason why we are unable to delete certain of your personal data, in which case we will inform you of this in writing).

Object to processing

Where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Right to restriction of processing

This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- (i) if you want us to establish the data's accuracy,
- (ii) where our use of the data is unlawful but you do not want us to erase it
- (iii) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
- (iv) You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

We will not ordinarily charge you in respect of any requests we receive to exercise any of your rights detailed above; however, if you make excessive, repetitive or manifestly unfounded requests, we may charge you an administration fee in order to process such requests or refuse to act on such requests. Where we are required to provide a copy of the personal data undergoing processing this will be free of charge; however, any further copies requested may be subject to reasonable fees based on administrative costs.

Where you request us to rectify or erase your personal data or restrict any processing of such personal data, we may notify third parties to whom such personal data has been disclosed of such request. However, such third party may have the right to retain and continue to process such personal data in its own right, for example to comply with its legal obligations.

Children under the age of 18

The Website and Live Undergrounds experiences are intended for users aged 18 years and older unless explicitly stated otherwise. Certain Live Undergrounds experiences, programmes or community activities may have different age requirements. Where applicable, the minimum participation age will be clearly communicated in the relevant experience or programme information.

This Privacy Policy has been prepared in accordance with the Protection of Personal Information Act, 2013 (Act No. 4 of 2013) ("POPIA").

We do not knowingly collect personal information from children under 18. If you are under 18, please do not use our services or provide any information to us through the Website. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at info@liveundergrounds.com – with subject line: Children under 18

Changes to this policy

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, we will notify you, by email, or by means of a notice on our home page. Your continued use of the Website will be deemed acceptance by you of the privacy policy. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you and for periodically visiting this privacy policy to check for any changes.

Official Legislation

This Privacy Policy has been prepared in accordance with the Protection of Personal Information Act, 2013 (Act No. 4 of 2013) ("POPIA").

For the official text of the legislation, please refer to the South African Government publication:

Protection of Personal Information Act, 2013 (Act No. 4 of 2013) -
<https://www.gov.za/documents/protection-personal-information-act>