

CONSUMER PRIVACY NOTICE

Privacy Notice

This Privacy Notice is provided by **PepsiCo South Africa** (“PepsiCo”, “us”, “we”, or “our”) refers collectively to PepsiCo South Africa (Pty) Ltd (formerly Simba) (Registration No. 1995/003667/07), Pioneer Foods (Pty) Ltd (Registration No. 1957/000634/07), address Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville.

When we refer to “PepsiCo”, “we”, “us”, or “our”, this includes PepsiCo South Africa, other PepsiCo group companies, our affiliates, subsidiaries, and trusted service providers that support our business operations and consumer engagement activities. These may include technology service providers, cloud hosting providers, consumer promotion administrators, customer support providers, analytics providers, advertising and social media partners, and other service providers acting on our behalf.

This Privacy Notice explains how we collect, use, disclose, store, transfer, and otherwise process your personal information when you interact with us on our websites, mobile sites, applications, consumer promotions, competitions, loyalty programmes, products, services, social media pages, and other consumer engagement channels (collectively, the “Sites”).

By interacting with us or using our Sites, you acknowledge that your personal information may be processed as described in this Privacy Notice.

How we collect and store your data?

We collect your data:

- when you interact with us and purchase our products and services.
- when you visit and/or register on our Sites and platforms, for example, join our loyalty programs / consumer promotions;
- when you sign up for our email newsletters and other notifications;
- when you participate in promotional campaigns;
- when you fill out a survey;
- when you visit our Sites through the use of cookies and similar technology;
- We may also generate data about you by combining information that we and other PepsiCo companies have collected about you through the use of cookies and similar technology when you access our Sites.

The categories of data we may collect from you includes:

Identity and Contact Information

- Name and surname
- Physical and postal address
- Email address
- Telephone number
- Date of birth
- Identity number where necessary
- Province or region
- Language preference

Consumer and Demographic Information

- Gender
- Household size
- Number of children
- Marital status
- Occupation
- Education
- Consumer preferences and interests

Financial Information

- Banking details where required for prize fulfilment, reimbursements, refunds, or promotions

Technical Information

- IP address
- Device information
- Browser information
- Cookie identifiers
- Website usage information

Consumer Behaviour Information

- Product preferences
- Retailer preferences
- Purchase frequency
- Consumption habits
- Promotion participation
- Product usage patterns

Communications Information

- Consumer enquiries
- Complaints
- Feedback and correspondence

What we use your data for?

We may use your data to:

- provide you with the right products and services;
- administer promotions, competitions, prize draws, and loyalty programmes;
- manage our relationship with you;
- fulfil our legal, contractual and other obligations with you or our authorised partners;
- better understand how you use our products and services;
- view trends in our product offerings;
- provide personalised advertising to you on third party websites (this may involve us aggregating your personal data with the data of others);
- respond to enquiries, complaints, and requests;

- conduct market research and consumer analytics
- detect and prevent fraud, misuse, and security incidents; and

comply with legal, regulatory, and contractual obligations. Some of your personal data is required for us to provide products and services requested by you. If you choose not to provide certain information, we may be unable to provide certain products or services.

On what legal basis do we use your data?

We use your personal data only where permitted by applicable law, including where:

- it is necessary to provide products, services, promotions, competitions, loyalty programmes, or benefits requested by you;
- it is necessary to perform or conclude a contract with you;
- it is necessary to comply with legal or regulatory obligations.
- it is necessary for fraud prevention, security, consumer research, analytics, product improvement, record-keeping, audit, or dispute resolution purposes.
- you have provided consent where consent is required by law.

Direct Marketing

Where permitted by applicable law, we may use your personal data to send you information about our products, services, promotions, competitions and other marketing communications.

You may opt out of receiving marketing communications from us at any time by using the unsubscribe mechanism included in the communication, updating your marketing preferences where available, or contacting us using the details provided in this Privacy Notice.

In South Africa, consumers may also have the right to register a pre-emptive block against direct marketing through the National Consumer Commission's Opt-Out Registry. Where required by applicable law, we will honour requests submitted through such registry and suppress affected consumers from receiving direct marketing communications.

Consumer Promotions and Competitions

Where you participate in promotions, competitions, prize draws, loyalty programmes, or consumer activations, we may process your personal data to:

- Administer the promotion.
- Verify eligibility.
- Contact participants and winners.
- Award prizes.
- Conduct audits and compliance reviews.
- Comply with legal and regulatory obligations.

Participation in promotions, competitions, prize draws, loyalty programmes, and consumer activations may be subject to separate terms and conditions. Such terms and conditions will be made available to consumers as required by applicable law and will govern the administration of the relevant promotion or programme.

PepsiCo may retain records relating to promotions and competitions for the period required by applicable law and for the purpose of demonstrating compliance with legal and regulatory obligations.

Who we share your data with?

We share your data with:

- other PepsiCo international companies. This includes current and future PepsiCo Inc. subsidiaries, franchisees, affiliates, and joint venture partners across geographical borders. For a list of PepsiCo brands, visit <https://www.pepsico.com/brands/product-information>;
- third parties who help us to provide services to you or who act for us. For example, companies who manage and operate our Sites or help run our promotional campaigns;
- third parties who you consent to us sharing your personal data with;
- local or overseas law enforcement agencies, industry bodies, regulators and/or tax authorities;
- any third party to whom we may transfer our business so it can evaluate our business and use your personal data after any transfer;
- social media advertising partners (who can check if you hold a relationship with us and send our adverts to you and advertise to people who have a similar profile to you);
- We may also share your anonymised data with other third parties. If we do this, you will not be identifiable from this data.

If you provide data about others?

If you provide personal data to us about another person, please ensure you refer them to this Privacy Notice so they know how we collect, use and share their data. By sharing personal data with us about another person, you warrant and confirm that you have obtained the necessary consent from the relevant person before sharing their data with us and/or the sharing of their data complies with applicable laws.

Countries to which we transfer your personal data

The information you submit or otherwise provide to us may be transferred, stored and hosted outside the country from which you may be accessing the Sites. Where these transmissions take place, we will implement appropriate measures (such as entering into written contracts with the third party) to ensure that your personal data remains protected and secure when it is transferred outside your home country and you can exercise your rights effectively.

How long do we keep your data for?

We will retain your personal data for as long as necessary to fulfil the purposes for which it was collected, including:

- Providing products and services.
- Administering promotions, competitions, prize draws, and loyalty programmes.
- Responding to consumer enquiries and complaints.
- Meeting legal, regulatory, accounting, audit, reporting, and record-keeping obligations.
- Fraud prevention, security, and dispute resolution purposes.
- Establishing, exercising, or defending legal rights and claims.

Where applicable law requires specific retention periods, including in relation to consumer promotions, competitions, tax, accounting, or other regulatory requirements, PepsiCo will retain the relevant records for the prescribed period.

When personal information is no longer required and PepsiCo is no longer authorised or required to retain it, we will securely delete, destroy, anonymise, or de-identify the information in accordance with applicable law.

Your Rights

Subject to applicable law, you have the right to -

- Request a record of your personal data. You may be required to pay a fee for us to provide a copy of this information; if applicable, we will inform you of any charges in advance.
- Request correction of inaccurate, incomplete, excessive, or outdated personal data;
- Request deletion or destruction of personal data where there is no lawful basis for retention;
- Object to the processing of personal data on reasonable grounds;
- Object to the processing of personal data for direct marketing purposes;
- Withdraw consent where processing is based on consent;
- Lodge a complaint with the Information Regulator;
- Institute civil proceedings where permitted by law.

Please [click here](#) to submit all your request. We will always require that you verify you are in fact the owner of such Personal Information.

Children's Privacy

It is not our intention to collect personal data of individuals who are minors as per local laws. If you are a parent or legal guardian of a child that is a minor as per the laws of your country and you think that your child has given us data, you can contact us at ssaprivacyoffice@pepsico.com.

Consumer Protection Complaints

If you have any questions, concerns, or complaints regarding this Privacy Notice, our processing of your personal data, our products, services, promotions, competitions, or consumer interactions, you can contact us at:

Email: ssaprivacyoffice@pepsico.com

We will review your complaint and respond within a reasonable period in accordance with applicable law.

How to lodge a complaint with the Information Regulator

You may lodge a complaint in respect of this Privacy Notice and our processing of your personal data with the Information Regulator. Complaints to the Information Regulator may be lodged via the Information Regulator's online isupport service: <https://eservices.inforegulator.org.za/>.

The Information Regulator's contact details are as follows:

Physical Address: Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg, Gauteng Province, South Africa.

Contact Details:

Postal Address: P.O. Box 31533, Braamfontein, Johannesburg, 2017

Email Address: enquiries@inforegulator.org.za, POPIACompliance@inforegulator.org.za

Toll Free Number: +27 80 001 7160

Updates to this Privacy Notice

From time to time, we may change this Privacy Notice. When we do, we will notify you of any material changes as required by law. This will include posting an updated Privacy Notice on our Sites. Please check periodically for updates to ensure you understand how we collect and use your data.

Hyperlinks

Our Sites may provide links to third party websites for your convenience. If you access those links, you leave our website. We do not control those websites or their privacy practices, which may differ from ours. We do not endorse or make any representations about third-party websites. This Privacy Notice does not cover the personal data you choose to give to unrelated third parties. We encourage you to review the privacy notice of any company before submitting your personal data. Some third-party companies may choose to share their personal data with us; that sharing is governed by that third-party company's privacy notice.

Contact Us

If you have any questions about this Privacy Notice, you can contact us at ssaprivacyoffice@pepsico.com.