



Privacy Notice

YOUR DATA. YOUR TRUST. OUR COMMITMENT TO YOU

At FightX, you are at the heart of everything we do. Our goal is to maintain your trust and confidence by handling your personal information with respect and putting you in control.

It's important that you know what personal information FightX ("we", "us", "FightX") collects about you, and how we use it.

We've done our best to make our explanations clear and easy to understand. If you'd like further information, or have any questions, please contact our Privacy Officer using the details in the **Contact Us** section below.

If we ever make major changes to our privacy practices, we'll let you know. If necessary, we'll also ask for your permission.

HOW THIS PRIVACY NOTICE APPLIES

This notice applies depending on how you interact with us:

- **If you purchase a ticket** to a FightX event, we will use the information you provide to deliver that service, and, where you've asked us to, keep you updated about other FightX events or products.
- **When you browse our websites or apps**, we use cookies to personalise your experience and improve our services.

Your choices and rights under each scenario are explained in more detail below.

WHAT INFORMATION WE COLLECT & HOW

We collect and store different types of information when you create an account, buy tickets, contact us, attend events, or use our digital platforms:

- **Ticketing & Purchases:** When you buy tickets or merchandise, we collect your contact and billing details.
- **Through Ticket Agents & Venues:** If you purchase via authorised ticketing partners, we receive details such as your name, contact info, and ticket purchase history.
- **Event Attendance:** We may collect information via CCTV (clearly signed), free WiFi registration, or digital access tools such as wristbands used for entry and onsite purchases.
- **Websites & Apps:** We collect information about the browser, device, IP address, location, and activity. (See our **Cookies Policy** for more).
- **Social Media:** When you interact with FightX through social features, social platforms may share information with us.
- **Accessibility:** If you provide health-related details to meet accessibility needs, we will only use them for that purpose with your explicit consent.
- **Children:** If we collect information about minors, we always seek parental consent.



HOW WE USE YOUR INFORMATION & WHY

1. **To perform our contract with you**
 - Process your orders and take payments
 - Provide customer support and event entry
2. **For our legitimate business interests**
 - Conduct research to improve our services
 - Send service emails (e.g., booking confirmations, reminders)
 - Prevent unlawful behaviour (e.g., ticket scalping, fraud, abuse of FightX IP)
 - Personalise our services (with your consent)
3. **Where you've given consent**
 - Contact you with FightX event updates, offers, and promotions via email, SMS, push notifications, or social media
 - Provide location-based services at events (e.g., notifications about match times or venue updates)
 - Use data for event operations (e.g., crowd analytics at venues)

WHO WE SHARE YOUR DATA WITH

We may share your information with:

- **Event Partners:** Venues, co-promoters, or service providers directly involved in staging a FightX event.
- **Third-Party Providers:** IT, ticketing, security, or merchandise providers necessary to fulfil your purchases or services.
- **Legal & Regulatory Bodies:** Where required by law.
- **Business Successors:** In the event of a merger, acquisition, or sale.

YOUR CHOICES & RIGHTS

You have control over how we use your information:

- **Marketing Preferences:** You can unsubscribe from marketing at any time via your account, the unsubscribe link in emails, or by contacting us directly.
- **Cookies & Tracking:** Adjust your cookie settings in our **Cookies Policy**.
- **Personalisation:** You can turn this off in your account settings.

Your rights include:

- The right to access the information we hold about you
- The right to request correction, amendment, or deletion of your information
- The right to object to our processing of your data
- The right to restrict or erase your information in certain circumstances

To exercise these rights, please contact us at admin@fightx.co.za.



HOW WE LOOK AFTER YOUR INFORMATION

- We implement security measures appropriate to the type of data collected.
- We only retain information as long as necessary for service delivery, compliance, or legal purposes.
- Once no longer required, your data is securely deleted.

If any international transfers of your data are necessary (for example, when using cloud hosting services outside South Africa), FightX ensures that safeguards are in place to maintain the highest levels of protection.

CONTACT US

If you have any questions about this Privacy Notice or how FightX handles your information, please contact our Privacy Officer at:

 admin@fightx.co.za

You may also contact the Information Regulator South Africa, although we encourage you to allow us the opportunity to assist you first.