

MYMsta Principles

MYMsta was created to give you, the user, access to like-minded people, information and opportunities to help you make your move. We understand you may not want everyone to have the information you share on MYMsta; that is why we give you control of your information.

MYMsta follows these core principles:

You have control over your personal information.

MYMsta helps you share information with your friends and people around you. You choose what information you put in your profile, including your contact and personal information, pictures, interests and groups you join. And you control the users with whom you share that information.

Sharing information and getting connected should be easy. And we want to provide you with the privacy tools necessary to control how and with whom you share that information. If you have questions or ideas, please send them to mymsta@lovelife.org.za or talk@lovelife.org.za.

Safe Use of MYMsta

MYMsta aspires to be an environment where young people can interact safely with their friends and peers. We have implemented many safety and privacy controls on MYMsta as part of our goal to enable people to share their information only with those they choose to. These controls include user "blocking" and "reporting" functionality so the community can report any offensive or illegal behaviour. All data can also be tracked back to the registered cell phone number and available for forensic evidence if needed. We also are constantly improving our systems for identifying and removing inappropriate content and people from the site.

Children under 12 years old are not permitted access to MYMsta. In addition, parents of children 12 years and older should consider whether their child should be supervised during the child's use of MYMsta.

Despite MYMsta's extensive safety and privacy controls, MYMsta cannot guarantee that its mobi site and associated chat application is entirely free of illegal, offensive, pornographic or otherwise inappropriate material, or that its members will not encounter inappropriate or illegal conduct from other members. You can help MYMsta by notifying us of any nudity or pornography, or harassment or unwelcome contact by clicking on the "Report" link located on pages throughout the site. Where confidential complaints are made through this reporting tool, MYMsta will use best efforts to remove the offending content or conduct and to warn or, as appropriate, to bar from the site those transmitting such content or engaging in such conduct within 24 hours of receiving your complaint.

Where complaints about pornography, or harassment or unwelcome contact are made by independent email (mymsta@lovelife.org.za) or phone call (0800121900), MYMsta will acknowledge receipt of your complaint and begin addressing your complaint within 24 hours of receipt. MYMsta will report back to you within 72 hours of receiving your email complaint to inform you of the steps MYMsta has taken to address the complaint.

MYMsta is solely responsible for complaint handling. You should address all complaints or reports of abuse directly to MYMsta using the procedures described above and provided within the site.

We need all users to report suspicious people and inappropriate content they encounter on MYMsta. We strongly encourage users under the age of 18 to talk to their parents or a responsible adult immediately if someone online says or does something to make them feel uncomfortable or threatened in any way.

Remember that although using fake names is a violation of the MYMsta Terms of Use, people are not always who they say they are. You should always be careful when sending friend requests to, or accepting friend requests from, people you do not know in the real world.

Always follow these important safety tips when using MYMsta:

- Never share your password with anyone
- Be cautious about posting and sharing personal information, especially information that could be used to identify you or locate you offline, such as your address, photograph or telephone number
- Report users and content that violates our Terms of Use
- Block and report anyone that sends you unwanted, offensive or inappropriate communications



For Parents:

MYMsta strongly urges parents to talk to their children about the dangers they may encounter online and on their mobile phones, and to make sure their children are using MYMsta in a safe manner. Children must know that they should report any inappropriate or offensive MYMsta content to their parents and to MYMsta using the tools made available through the site. Parents should always remind their children to follow the important safety tips listed on this page when using MYMsta. For advice and support, call loveLife's Parent Line on 0800 121 100.

The Information We Collect

When you visit MYMsta you provide us with two types of information: personal information that you knowingly choose to disclose and WAP-site use information collected by us as you interact with our WAP Site.

When you register with MYMsta, you provide us with certain personal information, such as your name, your mobile number, your gender, your birthdate, home language and province. This information is gathered for all MYMsta visitors and your individual details will always remain private. The information is collected solely for monitoring & analytical purposes.

In addition, we store certain information from your mobile browser using "cookies." A cookie is a piece of data stored on the user's mobile and/or computer tied to information about the user. We use session ID cookies to confirm that users are logged in. These cookies terminate once the user closes the browser. You can remove or block this cookie using the settings in your browser if you want to disable this convenience feature.

When you use MYMsta, you may set up your personal profile, form relationships, send messages, perform searches and queries, form groups, set up events, and transmit information through various channels. We collect this information so that we can provide you the service and offer personalised features. In most cases, we retain it so that, for instance, you can return to view prior messages you have sent or easily see your friend list. When you update information, we keep a backup copy of the prior version for a reasonable period of time to enable reversion to the prior version of that information.

You post User Content (as defined in the MYMsta Terms of Use) on the Site at your own risk. Please be aware that no security measures are perfect or impenetrable. We cannot control the actions of other Users with whom you may choose to share your pages and information. Therefore, we cannot and do not guarantee that User Content you post on the Site will not be viewed by unauthorized persons. We are not responsible for circumvention of any privacy settings or security measures contained on the Site. You understand and acknowledge that, even after removal, copies of User Content may remain viewable in cached and archived pages or if other Users have copied or stored your User Content.

Any improper collection or misuse of information provided on MYMsta is a violation of the MYMsta Terms of Service and should be reported to mymsta@lovelife.org.za or talk@lovelife.org.za or phone 0800 121 900.

If you choose to use our invitation service to tell a friend about our site, we will ask you for information needed to send the invitation, such as your friend's mobile number. We will automatically send your friend a one-time SMS or in-site message inviting him or her to visit the site. MYMsta stores this information to send this one-time invitation, to register a friend connection if your invitation is accepted, and to track the success of our referral program. Your friend may contact us at talk@lovelife.org.za or 0800121900 to request that we remove this information from our database.

By using MYMsta, you are consenting to have your personal data transferred to and processed in South Africa.

Use of Information Obtained by MYMsta

Your profile information, as well as your name, mobile number and photo, are displayed to people in the networks specified in your privacy settings to enable you to connect with people on MYMsta. We may occasionally use your name and mobile number to send your notifications regarding new services offered by MYMsta that we think you may find valuable.

Profile information is used by MYMsta primarily to be presented back to and edited by you when you access the service and to be presented to others permitted to view that information by your privacy settings. In some cases where your privacy settings permit it (e.g., posting public comments to your wall), other MYMsta users may be able to supplement your profile.

MYMsta may send you service-related announcements from time to time through the general operation of the service.



MYMsta reserves the right to send you notices about your account.

Sharing Your Information with Third Parties

MYMsta is about sharing information with others — friends and people in your networks — while providing you with privacy settings that restrict other users from accessing your information. We share your information with third parties only in limited circumstances where we believe such sharing is 1) reasonably necessary to offer the service, 2) legally required or, 3) permitted by you. For example:

When you use MYMsta, certain information you post or share with third parties (e.g. a friend or someone in your network), such as personal information, comments, messages, photos, videos or other information, may be shared with other users. All such sharing of information is done at your own risk. Please keep in mind that if you disclose personal information in your profile or when posting comments, messages, photos, videos or other items, this information may become publicly available.

Links

MYMsta may contain links to other WAP sites. We are of course not responsible for the privacy practices of other WAP sites. We encourage our users to be aware when they leave our site to read the privacy statements of each and every WAP site that collects personally identifiable information. This Privacy Policy applies solely to information collected by MYMsta.

Changing or Removing Information

Access and control over most personal information on MYMsta is readily available through the profile editing tools. MYMsta users may modify or delete any of their profile information at any time by logging into their account. Information will be updated immediately. Individuals who wish to deactivate their MYMsta account may do so by calling 080121900 or emailing talk@lovelife.org. Removed information may persist in backup copies for a reasonable period of time but will not be generally available to members of MYMsta.

Where you make use of the communication features of the service to share information with other individuals on MYMsta, however, (e.g., sending a personal message to another MYMsta user) you cannot remove such communications.

Security

MYMsta takes appropriate precautions to protect our users' information. Your account information is located on a secured server.

Terms of Use, Notices and Revisions

Your use of MYMsta, and any disputes arising from it, is subject to this Privacy Policy as well as our Terms of Use and all of its dispute resolution provisions including arbitration, limitation on damages and choice of law. We reserve the right to change our Privacy Policy and our Terms of Use at any time. Non-material changes and clarifications will take effect immediately, and material changes will take effect within 30 days of their posting on this site. If we make changes, we will post them and will indicate at the top of this page the policy's new effective date. If we make material changes to this policy, we will notify you here or through notice in your inbox. We encourage you to refer to this policy on an ongoing basis so that you understand our current privacy policy. Unless stated otherwise, our current privacy policy applies to all information that we have about you and your account.