

Privacy Notice for video and photos at events

Effective date: *May 2026*

We periodically review this policy and we will publish any changes on this website which will be effective as soon as it is accessible. If we make material changes to this privacy policy, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy policy frequently to be informed of how we are processing your information.

Responsible entity/controller

ALX Holdings Limited ("**ALX**") is a company registered in Mauritius.

Business registration number: *213364*

Registered office address: *Lot 02, Floor 1, CentrePoint, Trianon, Mauritius*

and our local entity - see Annex 1 for details

together "**we**", "**us**", "**you**"

Legal basis of data processing

The data is processed on the following legal basis: data subject's consent.

Types of personal data

Footage i.e. photo and / or video material, your identification and contact details provided during registration in the context of attending the event; event-relevant information (e.g. type of event, location, special requests).

Purposes of data processing

We will use the photos and videos for the following use cases: marketing purposes; promoting our activity on different Social Media and Communication channels (such as Meta, X, TikTok, Snapchat, Whatsapp LinkedIn and other platforms or websites); presentation of ALX, its products, to visitors of our channels.

Photo/Video Release

I hereby grant you the right to edit, alter, copy, reproduce and otherwise use any photos and/or videos taken of me for promotional materials, without payment or consideration, in any media now known or later developed. This grant of use includes but is not limited to publishing on Internet and e-mails, magazines, pamphlets, advertisement fliers, and in whatever other manner the photographer finds useful or for any other lawful purpose.

I understand and agree that these materials will become your property and will not be returned. I waive any right to inspect or approve their use and any right to royalties or other compensation.

I waive and release any claims, demands, or causes to action arising from this authorization, including those made by my heirs, representatives, or any other persons acting on my behalf or on behalf of my estate.

Duration of data storage

We will use photos/videos for the duration of the marketing initiatives. Other than that, personal information will be deleted in accordance with applicable (data protection) laws and (local) statutory limitation periods which may vary from country to country.

Categories of recipients and transfer of personal information

Further information on who we share personal data with and on transferring your personal data to other countries can be found in our Privacy Policy which is available [here](#).

Also, considering that external channels can be accessed on the Internet, personal information may still be accessible worldwide through search engines even if the information has already been removed from our channels; we can control our own channels, but not external ones.

Your rights as a data subject and how to contact us

You can withdraw your consent any time without giving reasons by contacting the team organizing the event (at [THIS](#) form), but only with effect for the future.

As a data subject, you may have the following rights: access, information, rectification, erasure, restriction of processing, data portability, objection, complaint to a data protection supervisory authority. For privacy related questions, please contact us at dpo@alxafrica.com.

Annex 1 - Local ALX entity

ALX subsidiaries	
ALX Kenya Limited	a company registered in Kenya, with business registration number: <i>PVT-ZQURBKM</i> and with the registered office address: <i>Nairobi, Westlands District, Westlands, Chiromo Road, The Mirage, Tower 1, 5th Floor, Kenya</i>
ALX Rwanda Limited	a company registered in Rwanda, with the company code: <i>120640581</i> and with the registered office address: <i>Remera, Gasabo, Umujyi wa Kigali, RWANDA</i>
ALX Tech NIG LIMITED	a company registered in Nigeria, with company registration number: <i>1619485</i> and with the registered office address: <i>9th Floor, St Nicholas House, 26 Catholic Mission Street, Lagos, Nigeria</i>
ALX Ghana LIMITED	a company registered in Ghana, with business registration number: <i>CS157931023</i> and with the registered office address: <i>GL-045-4453, 5th Floor, Vivo Place, Cantonments City, Accra</i>
ALX South Africa PTY LTD	a company registered in South Africa, with business registration number: <i>ALX SOUTH AFRICA PTY LTD</i> and with the registered office address: <i>12th Floor Shop 7 19 Ameshoff Street Braamfontein Gauteng 2001</i>
Sand T Solutions Maroc	a company registered in Morocco, with company ID: <i>631549</i> and with the registered office address: <i>96 Boulevard Anfa Etg 7 Appt 71, Casablanca</i>
ALX Egypt For Digital Learning	a company registered in Egypt, with business registration number: <i>01-1-239896-23</i> and with the registered office address: <i>Ground low area No. 3, Street 208, Degla-Maadi, Maadi, Cairo</i>
ALX Commercial Representative Office	A representative office in Ethiopia, with registration certificate number: <i>MT/AA/4/0054185/2015</i> and the registered address at: <i>W. 03, house no. HBK503, Bole, Addis Ababa, Ethiopia</i>