

FORM 4 Consent to Process Personal Information for Direct Marketing Purposes In terms of Section 69(2) of the Protection of Personal Information Act 4 of 2013

AETHERBLOOM GROUP PLY LTD Information Officer: Della Carnegie Registration Number: 2025-066638 Email: dpo@aetherbloom.co.uk Address: 22 Century Boulevard, Johannesburg, South Africa, 1682.

SECTION A - DETAILS OF DATA SUBJECT

Full Name: _____

Identity Number / Passport Number: _____

Residential / Postal Address: _____

Email Address: _____

Contact Number: _____

SECTION B - INFORMATION ABOUT THE PROCESSING

Aetherbloom Group would like your consent to process your personal information for the purpose of direct marketing. Before you decide, please read the following carefully:

Who we are: Aetherbloom Group is a business process outsourcing and digital support company operating across the United Kingdom and South Africa.

What personal information we will process:

- Your name
- Your email address
- Your phone number (where provided)
- Your business name and industry (where provided)

Why we want to process it: To send you marketing communications including company updates, service information, industry insights, event invitations, and promotional content relevant to your business.

How we will contact you:

- Email
- SMS
- WhatsApp
- Telephone
- Post

How often we will contact you: No more than twice per month unless you have opted in to more frequent communications.

Who we may share your information with: We do not sell or share your personal information with third parties for their own marketing purposes. We use trusted platforms to manage our communications, including email marketing tools, which are bound by appropriate data protection agreements.

How long we will keep your information: We will retain your information for marketing purposes until you withdraw your consent or request deletion of your data.

Your rights: You have the right to withdraw this consent at any time by emailing dpo@aetherbloom.co.uk or clicking unsubscribe in any marketing email. Withdrawal of consent does not affect the lawfulness of processing carried out before withdrawal.

SECTION C - CONSENT

Having read and understood the information above, I hereby:

- **CONSENT** to Aetherbloom Group processing my personal information for direct marketing purposes as described above
- **DO NOT CONSENT** to Aetherbloom Group processing my personal information for direct marketing purposes

I understand that:

- My consent is voluntary and I am not required to provide it
- I can withdraw my consent at any time without penalty
- Withdrawing consent will not affect any services I currently receive from Aetherbloom
- I can contact dpo@aetherbloom.co.uk at any time to update my preferences

SECTION D - DECLARATION

I declare that I am over 18 years of age and have the legal capacity to provide this consent. The information provided is true and correct to the best of my knowledge.

Signature: _____

Date: _____