

Associated Industries (Pty) Ltd, Privacy Policy

Owner and Data Controller: Associated Industries (Pty) Ltd

Owner contact email: popia-enquiry@aigroup.co.za

Introduction

This Privacy Policy describes how we collect, use, and share your personal information.

By providing us with your personal information, you agree to this policy and authorise us to use such information as set out herein, and authorise BMH and its subsidiaries, service providers and other third parties (BMH entities) to process your personal information for purposes stated in this policy.

We will not use your personal information for any other purpose than as set out in in this policy and will endeavour to protect that information that is in our possession from unauthorised loss, disclosure, or access.

PERSONAL INFORMATION WE COLLECT

We may collect or obtain personal information about you:

- **Directly from you.**
- **In the course of our interaction with you.**
- **When you make your personal information public.**

We may also collect personal information from third parties where such collection would not prejudice your legitimate interest or to maintain our or a third party's legitimate interest.

When we refer to "Personal Information" in this Privacy Policy, we refer to both "Device Information", "Order Information", and "Contact Information".

When you visit our website, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse our website, we collect information about the individual web pages or products that you view, what websites or search terms referred you to our website, and information about how you interact with our website. We refer to this automatically collected information as "Device Information".

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. Cookies are used to improve our service to you. For more information about cookies, and how to disable cookies, visit <https://www.allaboutcookies.org>
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.
- Google Analytics is a web analysis service provided by Google Inc. (“Google”). Google utilizes the Data collected to track and examine the use of this Application, to prepare reports on its activities and share them with other Google services.
- Google may use the Data collected to contextualize and personalise the ads of its own advertising network.
- WordPress Stats is an analytics service provided by Automattic Inc.

When placing an order with us and completing the contract form with your data, you authorise BMH entities to use these details, including name, billing address, shipping address, payment information, email address, and phone number (Order Information) for communicating with you for the purposes of fulfilling the contract as well as for communicating commercial and promotional proposals that may be of interest to you. You may unsubscribe for free at any time.

- Personal Data collected: company name, date of birth, email address, first name, last name, and phone number.
- BMH entities may ask additional questions to ensure that our website and content we provide are in line with your needs. Each online form will clearly specify which information is required and which is optional by way of asterisks (*). Personal Data collected: email address, first name and last name.

We collect the Contact Information for each business in operation. This information is collected via businesses submitting their contact information, information that is in the public domain, and by BMH phoning to collect and verify the information. The typical information that is collected is the business name, address, geographic location, phone number, email, website, trading hours, number of employees, and business classification.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect in the ordinary course of business, and operations related to that, to fulfill any orders placed, including processing payment information, arranging for shipping, and providing invoices and/or order confirmations. Additionally, we use this Order Information to communicate with you to screen our orders for potential risk or fraud, and, when in line with the preferences shared with us, provide information or advertising relating to our products, or for the purposes of providing you with information regarding services that may be of interest to you. You may unsubscribe for free at any time. If you currently receive marketing information from us which you would prefer not to receive in the future, please email us at popia-enquiry@aigroup.co.za.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, IP address), and more generally to improve and optimise our website (for example, by generating analytics about how our customers browse and interact with our website, and to assess the success of our marketing and advertising campaigns).

We will not use your Personal Information for any other purpose than that set out in this Policy and will endeavour to protect your Personal Information that is in our possession from unauthorised alteration, loss, disclosure, or access.

We use the Contact Information to produce directories in designated areas, online directories services, and data products for third parties.

SHARING YOUR PERSONAL INFORMATION

We may disclose your Personal Information to our subsidiaries, associates and other third parties for legitimate business purposes, in accordance with applicable law and subject to applicable regulatory requirements regarding confidentiality.

Additionally.

We may disclose your personal information to any relevant third party where our website uses third party advertising, plugins, or content.

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Google Analytics to help us

understand how our customers use our website — you can read more about how Google uses your Personal Information at: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics at: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

We may process your Personal Information for marketing and relationship management purposes in relation to our products and services, for customer accounts management, and for marketing activities in order to establish, maintain and/or improve our relationship with you. We may also analyse your Personal Information for statistical purposes.

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>. You can opt out of targeted advertising by:

- FACEBOOK – <https://www.facebook.com/settings/?tab=ads>
- GOOGLE – <https://www.google.com/settings/ads/anonymous>
- BING – <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <https://optout.aboutads.info/>.

DO NOT TRACK

Please note that we do not alter our website's data collection and use practices when we see a Do Not Track signal from your browser.

If you are a European resident, you have the right to access the personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please [contact us](#) through the contact information below.

Additionally, if you are a European resident, we note that we are processing your information in order to fulfil contracts we might have with you or otherwise to pursue our legitimate business interests. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

DATA RETENTION, SECURITY AND BREACH

When you place an order with us, we will maintain your Order Information for our records unless and until you ask us to delete this information.

We implement appropriate technical and organisational security measures to protect your Personal Information that is in our possession against accidental or unlawful destruction, loss, alteration, unauthorised disclosure, unauthorised access, in accordance with applicable law.

Where there are reasonable grounds to believe that your Personal Information that is in our possession has been accessed or acquired by any unauthorised person, we will notify the relevant regulator and you, unless a public body responsible for detection, prevention or investigation of offences or the relevant regulator informs us that notifying you will impede a criminal investigation.

Because the internet is an open system, the transmission of information via the internet is not completely secure. Although we will implement all reasonable measures to protect your Personal Information that is in our possession, we cannot guarantee the security of any information transmitted using the internet and we cannot be held liable for any loss of privacy occurring during the course of such transmission.

Our website is not intended for individuals under the age of 12.

DATA MINIMISATION

BMH will restrict its processing of Personal Information to data which is sufficient to the fulfilment of the primary purposes and applicable legitimate purposes for which it was collected.

CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons.

CONTACT DETAILS

You may contact us at:

The Data Protection Officer

Associated Industries Group (Pty) Ltd

popia-enquiry@aigroup.co.za