

Privacy Policy

1. General

- 1.1. DataDot Technology South Africa (Pty)Ltd (DataDot SA) is a registered manufacturer for microdots regulated by Regulation 56 of the National Road Traffic Act 93 of 1996, as amended and the SANS534-1. DataDot SA's prides itself in delivering quality products and services and is certified by the SABS on its ISO9001 Quality Management System as well as ISO14001 Environmental Management System.
- 1.2. DataDot SA recognizes the importance of protecting your personal information and your right to having your personal information kept private.
- 1.3. DataDot SA ensures that it adheres to all data protection laws, in particular the Protection of Personal Information Act 4 of 2013 and has implemented safeguards to ensure that your personal information is kept safe from unauthorized access.
- 1.4. This Privacy Policy relates to the collection and use of personal information you may supply to us through your use of any of our service channels.
- 1.5. It governs the way your personal information will be collected, processed, and kept.
- 1.6. DataDot SA has the highest regard for the privacy of its customers and will only use personal information for the purposes that it was collected for.

2. Definition

- 2.1. Cookies: means small text files stored in your browser when you visit a website. These files do not contain personal details, but they do contain a personal identifier allowing us to associate your personal data with a certain device.
- 2.2. Data Subject: means customer or clients or data subject as contemplated by POPI Act.
- 2.3. Personal information: means personal information in terms of the POPI Act. All information specific to yourself that is provided to us via our website (www.datadot.co.za), or any other channel will be classified as personal information.
- 2.4. POPI Act means the Protection of Personal Information Act 4 of 2013.
- 2.5. Processing: means use of personal information in terms of POPI Act, as defined in the Act.
- 2.6. Reasonable party: as contemplated in POPI Act means,
DataDot Technology South Africa (Pty)Ltd
Registration Number: 2000/031876/07
Address: 68 Laing Street
George Industria
6536
Telephone: 044 874036
Email: info@datadot.co.za

3. Personal Data Processing

- 3.1. DataDot SA offers several services that do not require you to register for an account or provide any personal information to us, such as a product search.
 - 1.1. When personal information is required, you will be notified when your personal information is being collected and processed.

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- 1.2. For instance, we use cookies to collect personal identifier to associate your personal data with a certain device.
- 1.3. DataDot SA ensures that your personal information is used lawfully and in a transparent manner.
- 1.4. To provide our full range of services, we may collect, with your consent if required, the following types of information:
 - a. Your name and surname,
 - b. Identity number, Passport number and/or date of birth,
 - c. Contact details,
 - d. Physical address,
 - e. Email address
- 1.5. The personal information will be collected from you directly, unless it is contained in a public record, or it was made public by you.

2. Consent

- 2.1. You (as a customer or data subject) must give consent for the collection and use of your personal data and register an account.
- 2.2. You (as a customer or data subject) must consent to the use of cookies when visiting our website (www.datadot.co.za) and accept cookies.

3. Withdraw of consent.

- 3.1. It is your right to withdraw your consent, or refuse to provide personal information, or withhold your consent, but you must keep in mind that this withdrawal or refusal may limit our ability to provide the required services to you.
- 3.2. If you refuse to consent or remove or does not longer accept cookies that may prevent you from accessing certain aspects of our website where cookies are necessary or because the website forgot your preferences.
- 3.3. It is important to note that the DataDot SA will only collect information from you that is necessary and relevant to the service or product to be provided.

4. Notification

- 4.1. When personal information is required, you will be notified when your personal information is being collected and processed, and for purposed it is being collected.
- 4.2. Below is a list of instances of where we will collect or use of your personal information without your consent or without notification:
 - a. If the same information previously collected with consent is collected for the same purpose.
 - b. If you consent to non-compliance.
 - c. If you will not be prejudiced by non-compliance
 - d. If we are required to do so by law.
 - e. If it is not reasonably practicable to obtain your consent.
 - f. If it will not to be use in a form in which you can be identified.
 - g. for historical, statistical or research purposes.
- 4.3. If your personal information was collected, or and used without your consent or not processed for the specific purpose, or in contravention of POPI Act, you have a right to lodge a complaint with the Information Regulator at:
POPIAComplaints.IR@justice.gov.za

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- 4.4. Should you at any time feel that you no longer wish to be contacted by us for any purpose whatsoever, you should advise us to that effect via email (info@datadot.co.za) or telephone (044 874036).

5. The use of Cookies

- 5.1. We might use Cookies and other techniques to follow your movements on our website. This collects information that makes the website remember you and tells us how you use our website, web-related products, and services.
- 5.2. This, in turn, helps us make our website relevant to your interests and needs.
- 5.3. They also help us find information once you have logged in or help us link your browsing information to you and your personal information, for example, when you choose to register for a service.
- 5.4. We may use a persistent Cookie (a Cookie that stays linked to your browser) to record your details so we can recognize you if you visit our website again.
- 5.5. Cookies by themselves cannot be used to discover your identity.
- 5.6. Cookies do not damage your computer.
- 5.7. You can set your browser to notify you when you receive a Cookie.
- 5.8. This enables you to decide if you want to accept it or not.
- 5.9. If you choose not to accept Cookies from our Website this may limit its functionalities or performance.

6. Purpose

- 6.1. We collect your personal information:
 - a. To enable DataDot SA to contact the user in the event of any query.
 - b. Fulfilling Orders and providing location-based and other services offered by us.
 - c. For Payment Processing.
 - d. Conducting research and analysis.
 - e. To ensure we have your most up to date information.
 - f. To communicate with you, either directly or through one of our partners, including customer service, to provide you with updates and other information relating to the website.
 - g. We will not use information collected about you for marketing purposes you have not consented to.
 - h. For Statistical analysis
 - i. To comply with legislative requirements.
- 6.2. This Personal information will be collected and be processed for that purpose only.

7. Protection of Personal Information

- 7.1. We value the information that you choose to provide to us and, we therefore take reasonable steps to protect your personal information from loss, damage, or unauthorized alteration.
- 7.2. We also protect your personal information from unlawful access or use.
- 7.3. The information we maintain concerning our customers, all our employees and potential job applicants is stored in databases that have built-in safeguards and managerial procedures to ensure the privacy and confidentiality of that information.
- 7.4. DataDot SA uses state of the art technology and encryption to prevent any unauthorized access to your personal information.
- 7.5. We keep up to date with latest global developments in security technology to ensure that your transactions and personal information stored with us is adequately secured and always protected.
- 7.6. You can help to maintain the security of your user information by:

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- a. Not sharing your user ID or password with anyone.
 - b. Changing your user password regularly.
 - c. Remembering to sign off after using the website services.
 - d. Not leaving the user's computer unattended while conducting online transactions.
 - e. Helping us to maintain accurate records by informing us when changes occur in the user's information enabling us to update our records accordingly.
 - f. Not sending any confidential information via non-encrypted e-mail.
 - g. Not supplying your user information to any site, you do not know or trust.
- 7.7. We retain all data that is required for us to discharge our business activities for an indefinite period for historical, statistical and research purposes.
- 7.8. We have established appropriate safeguards against the records being used for any other purposes.
- 7.9. Customer will be notified in writing as soon as reasonably possible, in case of unauthorized access to their personal information.

8. Sharing of Information

- 8.1. DataDot SA does not and will not sell or provide personal information to third parties for independent use. We may, however, share personal information with our business partners if that information is required to provide the product, or service you have requested.
- 8.2. However, our business partners will adhere to using your information only as directed by DataDot SA.
- 8.3. Below is a list of instances of where we will disclose or process your personal information without your consent:
- a) If we are required to do so by law.
 - b) It is in the public interest to do so.
 - c) We are ordered to do so by a court of law.
 - d) To comply with any regulation passed under relevant legislation, or any legal process.
 - e) To enforce and protect our rights and property (including intellectual property) and/or where we have a legitimate interest to do so.

9. Retention

- 3.3. We will retain your information for as long as we need it, given the purpose for which it was collected, or as required by law and any other statutory obligations.
- 3.4. Your information may be retained for varying periods from the end of our relationship, depending on regulatory requirements.
- 3.5. We will take all reasonable steps to destroy or deidentify the personal information that we hold when it is no longer required.

10. Access to, Correction or Deleting of Personal Information

- 10.1. You have a right to access, correct, or delete, if necessary, your personal information that we hold by emailing us at info@datadot.co.za.

11. Amendment

- 11.1. This policy may be updated from time to time to reflect any amendments made to applicable Laws or policy directives and guidelines.

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We appreciate your co-operation; safety of your personal information is our concern.

WE THANK YOU!