

### 1. General

- 1.1. DataDot Technology SA (Pty) Ltd recognises the importance of protecting your personal information and your right to having your personal information kept private. DataDot Technology SA (Pty) Ltd ensures that it adheres to all data protection laws and has the implemented safeguards to ensure that your personal information is kept safe from unauthorised access.
- 1.2. 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. This policy governs the way your personal information will be dealt with.

### 2. Personal Information

- 2.1. DataDot Technology aligns its definition of “personal information” with that as set out in the Protection of Personal Information Act, 2013 (POPIA). All information specific to yourself that is provided to us via our website, or any other channel will be classified as personal information. DataDot 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.
- 2.2. To provide our full range of services, we may collect, with your permission if required, the following types of information:
  - Your name and surname,
  - Identity number, Passport number and/or date of birth,
  - Contact details,
  - Physical address,
  - Email address
- 2.3. We collect your personal information:
  - To enable DataDot to contact the user in the event of any query.
  - Fulfilling Orders and providing location-based and other services offered by us.
  - For Payment Processing.
  - Conducting research and analysis.
  - To ensure we have your most up to date information.
  - To communicate with you, either directly or through one of our partners, including for customer service, to provide you with updates and other information relating to the website.

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- We will not use information collected about you for marketing purposes you have not consented to.
- For Statistical analysis
- To comply with legislative requirements.

2.4. DataDot has the highest regard for the privacy of its customers and will only use personal information for the purposes that it was collected for.

2.5. It is your right to refuse to provide personal information, but you must keep in mind that this refusal may limit our ability to provide the required services to you. It is important to note that the DataDot will only collect information from you that is necessary and relevant to the service or product to be provided.

## 2.6 Retention

2.6.1 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. Your information may be retained for varying periods from the end of our relationship, depending on regulatory requirements. We will take all reasonable steps to destroy or deidentify the personal information that we hold when it is no longer required.

## 3. The use of Cookies

3.1. We might use Cookies (small text files stored in your browser) 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. This, in turn, helps us make our Website relevant to your interests and needs.

3.2. 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. We may use a persistent Cookie (a Cookie that stays linked to your browser) to record your details so we can recognise you if you visit our Website again.

3.3. Cookies by themselves cannot be used to discover your identity. Cookies do not damage your computer. You can set your browser to notify you when you receive a Cookie. This enables you to decide if you want to accept it or not. If you choose not to accept Cookies from our Website this may limit its functionalities or performance.

## 4. Protection of Information

- 4.1. We value the information that you choose to provide us and will therefore take reasonable steps to protect your personal information from loss, misuse, or unauthorised alteration. 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.
- 4.2. DataDot Technology uses state of the art technology and encryption to prevent any unauthorised access to your personal information. 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.
- 4.3. You can help to maintain the security of your user information by:
  - Not sharing your user ID or password with anyone.
  - Changing your user password regularly.
  - Remembering to sign off after using the website services.
  - Not leaving the user's computer unattended while conducting online transactions.
  - Helping DataDot to maintain accurate records by informing DataDot when changes occur in the user's information enabling us to update our records accordingly.
  - Not sending any confidential information via non-encrypted e-mail.
  - Not supplying your user information to any site, you do not know or trust.
- 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](mailto:info@datadot.co.za)) or telephone (044 874036). We retain all data that is required for us to discharge our business activities for an indefinite period for historical, statistical and research purposes. We have established appropriate safeguards against the records being used for any other purposes.

## 5. Sharing of Information

- 5.1. DataDot Technology 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. However, our business partners will adhere to using your information only as directed by DataDot Technology.
- 5.2. Below is a list of instances of where we will disclose your personal information without your consent.
  - We have your consent to do so.
  - We are required to do so by law.
  - It is in the public interest to do so.

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- We are ordered to do so by a court of law.
- To comply with any regulation passed under relevant legislation, or any legal process.
- To enforce and protect our rights and property (including intellectual property) and/or where we have a legitimate interest to do so.

## 6. Access to, Correction or Deleting of Personal Information

You may access, correct, and delete, if necessary, your personal information that we hold by emailing us at [info@datadot.co.za](mailto:info@datadot.co.za)