

## Privacy Policy

### **1. BLOOM**

- 1.1 Bloom is committed to preserving the privacy of all users of our application. This privacy policy along with our terms and conditions of use ("Terms & Conditions") explains how we use and protect the personal information that you provide to us, including:
  - 1.1.1 what personal information we may collect when you use the site;
  - 1.1.2 how the personal information that you provide us may be used or disclosed; and
  - 1.1.3 your rights with respect to our collection and use of your personal information.
- 1.2 By registering on the site, you consent to the collection, use and transfer of your personal information under the terms of this privacy policy, and our terms and conditions of use.
- 1.3 If you feel that we are not abiding by this privacy policy or our terms and conditions of use, you should immediately contact us by email and we will use commercially reasonable efforts to resolve your concerns.

### **2. Information Collection**

- 2.1 We may collect and process the following personal information about you:
  - 2.1.1 information that you provide by filling in details on the site. This includes information provided at the time of registering to use the site, subscribing to our service, posting material to the site or requesting further services;
  - 2.1.2 if you contact us, we may keep a record of that correspondence;
  - 2.1.3 we may also ask you to complete surveys that we use for research purposes, although you do not have to complete them;
  - 2.1.4 details of transactions you carry out through the site, and of the fulfilment of your orders; and
  - 2.1.5 details of your visits to the site, including, but not limited to, traffic data, location data and other communication data, and the resources that you access and the vendors you contact.

### **3. Use of Your Information**

- 3.1 By registering on the site, you consent to us using and/or disclosing your personal information as follows:
  - 3.1.1 for processing your application;
  - 3.1.2 if necessary, providing or arranging for third parties to provide customer care facilities and bill you for the service you receive through the site, which may involve disclosing your personal information to third parties solely for those purposes;
  - 3.1.3 to provide you with access to all parts of our site, and to supply the services you have requested; and
  - 3.1.4 to use and analyse the personal information we collect so that we can administer, support, improve and develop our business. In particular, we may

use your personal information to contact you for your views on our services and to notify you occasionally about important changes or developments to the site, or our services.

- 3.2 Further, where you have consented, we might also use your personal information to let you know about other products and services which we offer which may be of interest to you and we may contact you by post, telephone or fax, as well as by e-mail.
- 3.3 You have the right to ask us not to process your personal information for marketing purposes by contacting us at [Support@bloomweddings.co.za](mailto:Support@bloomweddings.co.za).

#### **4. Disclosure of the Information**

- 4.1 We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries and related companies, as defined in section 1 of the Companies Act 71 of 2008.
- 4.2 We may disclose your personal information to third parties:
  - 4.2.1 in the event that we sell or buy any business or assets, in which case we may disclose your personal information to the prospective seller or buyer of such business or assets;
  - 4.2.2 if we or substantially all of our assets are acquired by a third party, in which case personal information held by us about our customers will be one of the transferred assets;
  - 4.2.3 if we are under a duty to disclose or share your personal information in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions of use and other agreements, or to protect our rights, property or safety, or those of our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction; or
  - 4.2.4 to any network operator in South Africa upon their request for regulatory purposes.

#### **5. Cookies**

- 5.1 We may collect navigational data, including where available your IP address, operating system and browser type and we use standard technology called "cookies", which are small data files that are downloaded onto your computer when you visit our site. Cookies automatically identify your browser to the server whenever you interact with the site.
- 5.2 If you register with us or if you continue to use the site, you agree to our use of cookies. We may use navigational data for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual. This means that your session will be tracked, but you will not be identified. We use cookies to track the pages that you visit on the site, and to ensure that you do not see the same information repeatedly. We may also collect non-personal information, such as number of Site visits, tracking patterns of page viewing to monitor the performance of the Site and make improvements to it.

## **6. Storage of your Information**

- 6.1 Where we have given you (or where you have chosen) a password that enables you to access certain parts of the site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.
- 6.2 The transmission of information through the internet is not completely secure. We will do our best to protect your personal information, but we cannot guarantee the security of your personal information transmitted to the site, through the internet; any such transmission is at your own risk. Once we have received your personal information, we will use strict procedures and security features to prevent unauthorised access in accordance with all applicable laws.

## **7. Access to your personal data**

- 7.1 Upon your request, we will confirm, free of charge, whether or not we hold any of your personal information.
- 7.2 You are entitled to a description of the personal information held about you as well as information about the identity of any third parties who have, or have had, access to your information. After confirmation that we hold your personal information in terms of clause 7.1 and upon receipt of a request form, we will process your request for access to your information.
- 7.3 We are entitled by law to charge a fee to meet our costs in providing you with details of the personal information we hold about you. We will provide you with a written estimate of the fee before providing you with the information, which fee estimate shall not be in excess of the maximum fee prescribed by law. We may also require you to pay a deposit.
- 7.4 You may request the correction or deletion of information that is inaccurate, irrelevant, excessive, out of date, incomplete, misleading or which was obtained unlawfully. You will be notified of the action taken by us as a result of your request.
- 7.5 For your own protection and in accordance with our security safeguards, we may require you to provide us with either your South African identity document, valid passport or any other document in proof of your identity as we deem acceptable, prior to us providing you with any of your personal information.
- 7.6 Please address all requests for access to and correction of information to [support@bloomweddings.co.za](mailto:support@bloomweddings.co.za).

## **8. Collection of Personal Information through social networking sites**

- 8.1 We may allow you to access certain of the site's functions via a social networking site.
- 8.2 Doing so may allow us access to certain of your personal information which you have provided to that social networking site. The personal information to which we have access will depend on the privacy settings you have on that social networking site.
- 8.3 We will only receive your personal information from such social networking sites and will not share any of your personal information that we may have obtained from you through the use of the site.

## **9. Security**

- 9.1 In adopting this Privacy Policy, we wish to balance our legitimate business interests when collecting and using your personal information and your

reasonable expectation of privacy. The importance of security for all your personal information is of the utmost concern to us. In this respect, we will take reasonable steps to prevent unauthorised access to, or unauthorised disclosure of your personal information. However, no data transmission over the Internet can be guaranteed to be 100% secure. We cannot guarantee the security of any information you transmit to, or from the site.

- 9.2 The site may contain links to other sites that are not governed by this Privacy Policy or, when you are on the site you could be directed to other sites that are beyond our control. We will not share your personal information with these sites unless you choose to do so. These other web sites may send their own cookies to you, collect data or solicit Information. We do not control the privacy policies of any advertisers, sponsors or other third party web sites and therefore we are not responsible for any processing of your Information by such other sites.

#### **10. Changes to our privacy policy**

Bloom may modify this privacy policy at any time at its discretion and modifications are effective upon being posted on the site and where appropriate, through e-mail or SMS notification. You are responsible for reviewing this privacy policy periodically to ensure that you are aware of any changes to it.

#### **11. Children**

This site is not directed to children and Bloom does not knowingly solicit information from any child.

#### **12. Governing Law and Jurisdiction**

The laws of the Republic of South Africa govern this privacy policy and its interpretation, and the South African courts shall have exclusive jurisdiction to settle any dispute arising out of or in connection with this privacy policy.

#### **13. Miscellaneous**

If any provision of this privacy policy is held to be unlawful, void or unenforceable, then such provision shall be severable without affecting the validity, legality or enforceability of all remaining provisions. Except as expressly provided, this privacy policy and Bloom's Terms and Conditions constitute the entire agreement between you and Bloom with respect to the use of the site and content.