

PRIVACY POLICY

1. This privacy policy ("**Privacy Policy**") is part of the Terms and Conditions which governs the use of the website ("**Website**") of **LOKOMO TRADING (Pty) Ltd t/a Bush Trade** (registration number: **2021/392306/07**) ("**Provider**").
2. The Provider is exclusively responsible for the collection, processing and use of personal information on the Website or the services provided by the Provider. The Provider respects your privacy and take the protection of your personal information very seriously. Accordingly, this is the Provider's action plan to ensure all reasonable measures are in place to protect your personal information. This Privacy Policy describes the Provider's practices with respect to personal information collected via the Website and associated services and tools where users may engage in activities such as creating a profile, posting or viewing online classifieds listings, entering into transactions with others user, exchanging messages or participating in online auctions ("**Services**").
3. By accessing the Website or using the Service, you agree that you have read, understood and agree to be bound by this Privacy Policy and you provide the Provider with your express consent that it may collect, get, receive, record, organise, collate, store, update, change, retrieve, read, process, use and share your personal Information in the ways set out in this Privacy Policy.
4. You should be aware that when you click certain links on the Provider's Website you could be directed to other companies' properties outside of the Provider's hosted environment where the information collected is outside of the Provider's direct control. The privacy policy of the third parties' properties or applications will govern the information obtained from you by these third parties in those contexts.
5. Should you decide to register as a user on the Website, you may be required to provide personal information ("**Personal Information**") which includes but is not limited to -
 - a. Information required to identify you as the user – for example your name, surname, and identity number and/or date of birth;
 - b. Your contact information – for example your phone number, your email address, your physical address and your postal address;
 - c. Interest and associated information – social media details, geographical location, interests, photographs, images, files, comments and user posts;
 - d. Demographical information – for example such as your marital status and gender; and
 - e. Information collected automatically when you visit the Website that is not included in the above.
6. During your participation in an online auction (which forms part of the Services), you are identified on the Website by your username and other users on the Website can see the items you are bidding on, have won and items that you are selling.
7. Any changes to your Personal Information should either be updated by yourself on the Website or be communicated to the Provider as soon as reasonably possible to enable the Provider to update your Personal Information.
8. You have no legal obligation to provide the Provider with any Personal Information and the submission of such information is entirely subject to your sole discretion and consent. It is however important to note that should you not provide the Provider with the Personal Information required when registering on the Website, it may not be able to provide you with the requested products or Services.
9. You may choose to provide additional Personal Information to the Provider, in which event you agree to provide accurate and current information. You may not impersonate any person or entity or falsely state or otherwise misrepresent your association with any such person or entity.

10. The Provider will not, without your express consent use your Personal Information for any purpose other than -
 - a. to communicate with you regarding current or new promotions, products or Services offered by other users and (if applicable) the ordering, sale and delivery of products;
 - b. in relation to your actual or potential participation in an online auction hosted on the Website or to communicate with you regarding current or new auctions and/or transactions (unless you have opted out from receiving marketing material);
 - c. to improve your experience on our Website by, for example, monitoring your browsing habits on the Website, or tracking your interaction with other users on the Website and to market the Services for which you subscribed for so as to better develop our relationship with you;
 - d. to provide customer services, including to create and manage user accounts, to resolve technical difficulties and to enable features;
 - e. to customize offers and experiences, including advertising on our properties or third parties' properties;
 - f. to manage traffic on the Website;
 - g. to contact users of the Website and Service, including for service matters, customer care or permitted marketing communications via any available communications channels;
 - h. to undertake research initiatives and to perform analytics to improve the Services; and
 - i. to enforce the Terms and Conditions, including to combat fraud and abuse.
11. The Provider may retain the Personal Information only for as long as is required to fulfill the above business objectives.
12. The Provider may share or disclose your Personal Information to any third party for purposes of fulfilling our obligations to you among other purposes and may also share your Personal Information to the following parties -
 - a. other users of the Website with whom you have successfully concluded a transaction on the Website;
 - b. to the Provider's employees or other members of the group of companies of which the Provider forms part for transactions and customer support, to help detect and prevent potentially illegal acts and violations of the Provider's policies, and to guide decisions about the Provider's products, Services, and communications (if you have not opted out of receiving marketing communications);
 - c. to law enforcement, government officials, fraud detection agencies or other third parties when the Provider believes in good faith that the disclosure of Personal Information is necessary to prevent physical harm or financial loss, to report or support the investigation into suspected illegal activity, or to investigate violations of the Terms and Conditions;
 - d. credit bureaus to report account information, as permitted by law and banking partners; and
 - e. as required in order to comply with any applicable law, subpoena, order of court or legal process served on the Provider, or to protect and defend our rights or property. In the event of a fraudulent online payment, the Provider is entitled to disclose relevant Personal Information for criminal investigation purposes or in line with any other legal obligation for disclosure of the Personal Information which may be required of it.
13. The Provider will ensure, as far as reasonably possible, that all of its employees, third party service providers, divisions, affiliates and partners having access to your Personal Information are bound by appropriate and legally binding confidentiality obligations in relation to your Personal Information.
14. Although the Providers adheres to industry standard practices to ensure your Personal Information is protected, due to technical limitations, the Provider cannot and do not guarantee that your

Personal Information will remain private as third parties may unlawfully intercept or access private communications and transmissions outside of the Website environment or beyond the Provider's reasonable control.

15. The Provider uses a variety of physical and electronic security measures including restricting physical access to our offices, firewalls and secure databases to keep your Personal Information secure from misuse, loss or unauthorised use or disclosure. The Provider runs its Website with best practice however the internet is not a secure environment. If you use the internet to send any information, including your email address to the Provider, it is sent at your own risk.
16. The Provider reserves the right to modify and change the Privacy Policy at any time. Any changes to this policy will be published on the Website.