



## PRIVACY POLICY

This privacy policy has been compiled to better serve those who are concerned with how their Personally Identifiable Information is being used online. POPI, as described in Protection of Personal Information act is a piece of legislation designed to protect any personal information which is processed by both private and public bodies (including government). Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

### **What personal information do we collect from the people that visit our website or download our apps?**

When contacting us on our site or use our apps, as appropriate, you may supply your name, email address, mailing address, phone number or other details for us to assist you.

### **When do we collect information?**

We collect information from you when you contact us or fill out a form or enter information on our site or apps.

### **How do we use your information?**

We may use the information we collect from you when you respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalise your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To improve our website or apps in order to better serve you.
- To allow us to better service you in responding to your customer service requests.
- To administer a contest, promotion, survey or other site or app features.
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### **How do we protect your information?**

1. We do not use vulnerability scanning and/or scanning to PCI standards.
2. We only provide articles and information.
3. We never ask for credit card numbers.
4. We do not use Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of your personal information.

**Do we use 'cookies'?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognise your browser and capture and remember certain information. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

**We use cookies to:**

Understand and save user's preferences for future visits. Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf. You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

**If users disable cookies in their browser:**

If you turn cookies off, Some of the features that make your site experience more efficient may not function properly .Some of the features that make your site experience more efficient and may not function properly.

**Third-party disclosure**

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information.

**Third-party links**

Occasionally, at our discretion, we may include or offer third-party products or services on our website. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

**We have implemented the following:**

We use demographics and interests reporting through a third-party vendor Google and they use first-party cookies (such as the Google Analytics cookies) and third-party cookies or other third-party identifiers together.

**Opting out:**

Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising Initiative Opt Out page or by using the Google Analytics Opt Out Browser add on.

**We agree to the following:**

Users can visit our site anonymously. Once this privacy policy is created, we will add a link to it on our home page or as a minimum, on the first significant page after entering our website. Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.

You will be notified of any Privacy Policy changes:

1. Via Email
2. Can change your personal information by emailing us

**How does our site handle Do Not Track signals?**

We honor Do Not Track signals and Do Not Track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

**Does our site allow third-party behavioral tracking?**

It's also important to note that we allow third-party behavioral tracking

**COPPA (Children Online Privacy Protection Act)**

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online. We do not specifically market to children under the age of 13 years old. Do we let third-parties, including ad networks or plug-ins collect PII from children under 13?

**Fair Information Practices**

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

**In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:**

We will notify you via email

Within 1 business day

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.