

## SAFARMEX (PTY) LTD PRIVACY AND INFORMATION POLICY

This Policy describes our practices in connection with the information that Safarmex (Pty) Ltd and its subsidiaries and/or affiliates (“Safarmex”) (also collectively referred to as “we”, “our” and “us”) collect through activities linked to this Privacy Policy including websites and mobile sites. Except as set out below, we do not share, or sell, or disclose to a third party, any personally identifiable information collected on this site.

Here is a list of the information we collect from you, either through our web site or because you give it to us in some other way, and why it is necessary to collect it:

### Business and personal information

This includes basic identification and contact information, such as your name and contact details and also includes all information given to us in the course of your business and ours, such as information you give us in your capacity as our customer, potential or actual. We undertake to preserve the confidentiality of the information and of the terms of our relationship. It is not used for any other purpose. We expect you to reciprocate this policy.

This information is used:

- I. to provide you with the services which you request;
- II. for verifying your identity for security purposes;
- III. for marketing our services and products;
- IV. information which does not identify any individual may be used in a general way by us or third parties.

We may keep information, which forms part of our business record, for a minimum of six years. That is because we may need it in some way to support a claim or defence in court. That is also the period within which our tax collecting authorities may demand to know it.

### Your domain name and e-mail address

This information is recognised by our servers and the pages that you visit are recorded. We shall not under any circumstances, divulge your e-mail address to any person who is not an employee or contractor of ours and who does not need to know, either generally or specifically. This information is used:

- I. to correspond with you or deal with you as you expect;
- II. in a collective way not referable to any particular individual, for the purpose of quality control and improvement of our site;
- III. to send you news and or information about the product or service you have either enquired about or purchased;
- IV. to tell you about other products or services we offer or of sister websites.

### Information you post on our website

Information you send to us by posting to a forum or blog or in an email, is stored on our servers. We do not specifically use that information except to allow it to be read, but you will see in our terms and conditions that we reserve a right to use it in any way we decide.

### Website usage information

We may use software embedded in our website (such as JavaScript) to collect information about pages you view and how you have reached them, what you do when you visit a page, the length of time you remain on the page, and how we perform in providing content to you. We do not presently associate such information with an identifiable person.

### Information we obtain from third parties

Although we do not disclose your personal information to any third party (except as set out in this notice), we do receive data which is indirectly made up from your personal information, from software services such as Google Analytics and others. No such information is identifiable to you.

### Content you provide to us with a view to be used by third party

If you provide information to us with a view to it being read, copied, downloaded or used by other people, we accept no responsibility for what that third party may do with it. It is up to you to satisfy yourself about the privacy level of every person who might see your information. If it is available to all the World, you have no control whatever as to how it is used.

### Cookies

Cookies are small text files that are placed on your computer's hard drive through your web browser when you visit any web site. They are widely used to make web sites work, or work more efficiently, as well as to provide information to the owners of the site. Like all other users of cookies, we may request the return of information from your computer when your browser requests a web page from our server. Cookies enable our web server to identify you to us, and to track your actions and the pages you visit while you use our website. The cookies we use may last for a single visit to our site (they are deleted from your computer when you close your browser), or may remain on your computer until you delete them or until a defined period of time has passed.

### Sending a message to us via our website

When you send a message, we collect the data you have given to us in that message in order to obtain confirmation that you are entitled to receive the information and to provide to you the information you need. We record your request and our reply in order to increase the efficiency of our business / organisation.

### Job application and employment

If you send us information in connection with a job application, we may keep it for up to three years in case we decide to contact you at a later date.

If we employ you, we collect information about you and your work from time to time throughout the period of your employment. This information will be used only for purposes directly relevant to your employment. After your employment has ended, we will keep your file for six years before destroying or deleting it.

#### **Marketing information**

With your permission we pass your email address and name to selected associates whom we consider may provide services or products you would find useful. You may opt out of this service at any time by instructing us at [www.rolaford.co.za](http://www.rolaford.co.za).

#### **Re-marketing**

We may use re-marketing from time to time. This involves Google or some other supplier placing a tag or marker on our website in order to be able to serve to you an advert for our products / services when you visit some other website.

#### **Affiliate information**

This is information given to us by you in your capacity as an affiliate of us or a customer or client of ours. Such information is retained for business use only. We undertake to preserve the confidentiality of the information and of the terms of our relationship. It is not used for any other purpose. We expect any affiliate to agree to reciprocate this policy. As an exception to this, we have the right to disclose your first name and URL of your affiliate connection to other affiliates and to any other person or organisation, on and off site. The reason is solely to enable us to mention winners and others whose performance as an affiliate is in some way outstanding.

#### **Use of site by children**

We do not market to children, nor do we sell products or services for purchase by children. If you are under 18, you may use our site only with consent from a parent or guardian.

#### **Disclosure**

We may be required to give information to legal authorities if they so request or if they have the proper authorisation such as a search warrant or court order.

#### **Compliance**

This confidentiality policy has been compiled so as to comply with the law of every jurisdiction in which we aim to do business. If you think it fails to satisfy the law of your country, we would like to hear from you, but ultimately it is your choice as to whether you wish to use our website.

#### **Review or update personally identifiable information**

At any time you may review or update the personally identifiable information that we hold about you by contacting us. To better safeguard your information, we will also take reasonable steps to verify your identity before granting access or making corrections to your information.

#### **Removal of your information**

If you wish us to remove personally identifiable information from our web site, you may contact us at [info@safarmex.co.za](mailto:info@safarmex.co.za). To better safeguard your information, we will also take reasonable steps to verify your identity before granting access or making corrections to your information.

#### **Data may be “processed” outside South Africa**

Our websites are hosted in South Africa. We also use outsourced services in countries outside South Africa from time to time in other aspects of our business. Accordingly data obtained within South Africa may be “processed” outside South Africa and data obtained in any other country may be processed within or outside that country.

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