



WEBSITE PRIVACY POLICY

for

BRAND et al (Pty) Ltd

REGISTRATION NUMBER: 2004/035928/07

This Website Privacy Policy applies to Personal Information that **BRAND et al** collects through this website: www.etal.co.za.

This Website Privacy Policy explains how we obtain, use and disclose your Personal Information provided to us by you in accordance with the requirements of the Protection of Personal Information Act ("POPIA").

BRAND et al is committed to protecting your privacy and to ensure that your Personal Information is collected and used properly, lawfully and transparently.

1. DEFINITIONS

- 1.1. “**BRAND et al**” means **BRAND et al (Pty) Ltd**, a private company with limited liability and domiciled in the Republic of South Africa;
- 1.2. “Cookies” means a small text file (up to 4KB) created by a website that is stored in the user’s computer either temporarily for that session only or permanently in the hard disk (persistent cookie). Cookies provide a way for the website to recognise you and keep track of your preferences;
- 1.3. “Data” means information in electronic form;
- 1.4. “Data subject” means the person to whom the Personal Information relates;
- 1.5. “IP address” means a unique address that identifies a device on the Internet or a local network;
- 1.6. “Personal Information” means information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person, including, but not limited to:
 - 1.6.1. information relating to the race, gender, sex, pregnancy, marital status, national, ethnic, or social origin, colour, sexual orientation, age, physical or mental health, well-being, disability, religion, conscience, belief, culture, language and birth of the person;
 - 1.6.2. information relating to the education or the medical, financial, criminal or employment history of the person;
 - 1.6.3. any identifying number, symbol, e-mail address, physical address, telephone number, location information, online identifier, or other particular assignment to the person;
 - 1.6.4. the biometric information of the person;
 - 1.6.5. the personal opinions, views, or preferences of the person;
 - 1.6.6. correspondence sent by the person that is implicitly or explicitly of a private or confidential nature or further correspondence that would reveal the contents of the original correspondence;
 - 1.6.7. the views or opinions of another individual about the person; and

- 1.6.8. the name of the person if it appears with other personal information relating to the person or if the disclosure of the name itself would reveal information about the person;
- 1.7. "POPIA" means the Protection of Persona Information Act 4 of 2013;
- 1.8. "Traffic data" means any data processed for the purpose of the conveyance of a communication on an electronic communications network in respect of that communication and includes data relating to the routing, duration or time of a communication;
- 1.9. "User" means a person who uses a computer or other device to access this website; and
- 1.10. "Web browser" means an application used to access and view this website. Well known web browsers include but are not limited to Internet Explorer, Google Chrome and Safari.

2. PERSONAL INFORMATION

- 2.1. **BRAND et al** does not collect Personal Information on this site unless you provide us with your Personal Information. If you provide Personal Information through this site, it will be stored on one of our secure servers.

3. USE AND DISCLOSURE

- 3.1. **BRAND et al** will only use Personal Information that you provide through this website for the purposes for which you provide it.
- 3.2. We will not make your Personal Information available to any third party unless this is necessary for the purpose for which you provide the information. An example hereof would be to investigate a complaint.
- 3.3. We may use your Personal Information for the purposes of administering and improving the site, improving our services, or communicating with you. The Personal Information you provide to us may be shared with operators to the extent necessary for them to administer and improve the website on our behalf.
- 3.4. **BRAND et al** will only disclose your Personal Information to third parties in limited circumstances and authorised by POPIA and as further detailed in our PAIA Manual. An example hereof would be to enable the South African Police Service to investigate a criminal offence.

4. WEBSITE ANALYTICS

- 4.1. You may visit the website without providing any Personal Information. The website servers will in such instances collect the IP address used by the Data subject to access the website, but not the email address or any other personal identifiable information. The information on IP addresses is aggregated to measure the number of visits, the average time spent on the website, pages viewed, etc. **BRAND et al** analyses non-identifiable traffic Data to improve our services, via a third-party program.
- 4.2. We may collect, hold and use statistical information about website visits to help us improve the website. Such information includes your IP address, the search terms you used, the pages accessed on our website and the links clicked on, the date and time you visited the website, the referring website (if applicable) through which you clicked through to our website and the type of browser you use.
- 4.3. The traffic Data collected is not personally identifiable. Furthermore, we respect any “do not track” setting you might have set on your browser.

5. USE OF COOKIES

- 5.1. We use Cookies on this website where they are required for particular features to work. We also make use of tracking Cookies to track and analyse website usage.
- 5.2. The Cookies do not collect any Personal Information about Data subjects.

6. LINKS TO SOCIAL NETWORKING SERVICES

- 6.1. **BRAND et al** uses social networking services such as Facebook to communicate with the public about its work. When you communicate with us through a social media platform, that service may collect your Personal Information for its purposes.
- 6.2. Social media platforms may track your use of our website through links posted on that platform. If you are logged in to those services (including any Google service) while using our website, their tracking will be associated with your profile with those service providers.
- 6.3. These services have their own privacy policies which are independent of our policies and practices.

7. YOUR RIGHT TO ACCESS AND CORRECT PERSONAL INFORMATION

- 7.1. **BRAND et al** will provide you with access to any Personal Information that we hold about you.
- 7.2. You may also request us to correct your Personal Information, or to be removed from any of our contact lists at any time.
- 7.3. Kindly contact **BRAND et al's** Information Officer to request access to your Personal Information or the correction of your Personal Information. Contact details of the Information Officer as well as the procedure to obtain access to the aforesaid is set out in our PAIA Manual which is published on our website.

This Website Privacy Policy was updated on the 5th of June 2021.