

PRIVACY STATEMENT

1. Privacy policy

This Privacy Policy governs our policies and practices with respect to the personally identifiable information ("Personal Information") and other data that is collected and/or received by Demographica (Pty) Limited ("Demographica") in connection with our services (the "Service(s)").

Further this policy governs the rules regarding disclosure of personal data by Demographica under the Terms of Service situated at www.demographica.co.za (the Terms), which Terms shall be read as if specifically included herein. The definitions contained in the Terms shall have the same meaning when used in this policy.

By using our Services you are consenting to our lawful processing of your Personal Information and data in accordance with the Protection of Personal Information Act as set forth in this Privacy Policy now and as amended. As used herein, "processing" means using or accessing information in any way, including, but not limited to, collecting, storing, deleting, combining and disclosing information. Our servers are located in Johannesburg, South Africa. Accordingly, if you reside outside South Africa, by using the Services, you acknowledge and agree that your Personal Information will be transferred to South Africa, and processed and stored in South Africa. By using our Services, you understand that your information may be transferred to our facilities and those third parties with whom we share it as described in this Privacy Policy.

2. Information Sharing and Disclosure

We consider your information to be a vital part of our relationship with you. There are, however, certain circumstances in which we may share your Personal Information with certain third parties without further notice to you, as set forth below.

3. Service Providers

We engage certain trusted third parties to perform functions and provide services to us, including, without limitation, hosting and maintenance, customer relationship, database storage and management, and direct marketing campaigns. We will share your Personal Information with these third parties, but only to the extent necessary to perform these functions and provide such services.

4. Personal Information

Furthermore, in connection with the operation, promotion, advertising or marketing of our Services, we may provide certain of our partners (e.g., special reward providers; etc.) with Personal Information (e.g. your name) and other content or information related to you, in order to access such information using information already in their possession. Please note: each time we provide any of your Personal Information to our partners, we only provide information to these partners that is publicly available or publicly viewable.



5. Data Protection

5.1. Demographica uses the Personal Information you provide in a manner that is consistent with this Privacy Policy. We will use your Personal Information in order to provide you with access to and use of our Services, to help us improve the content and functionality of the Services and to better understand other users. If you contact us by email we may keep a record of your contact information and correspondence, and may use your email address, and any information that you provide to us in your message, to respond to you. In addition, we may use your contact information to market to you, and provide you with information about our products and services and the products and services of our partners that we believe may be of interest to you. If you decide at any time that you no longer wish to receive such marketing information or communications from us, please follow the unsubscribe instructions provided in any of the communications or contact us at info@demographica.co.za.

5.2. Demographica shall –

- 5.2.1. only Process Personal Data in accordance with applicable laws, in terms of this policy, the Terms and in accordance with any instructions, requirements or specific directions of the Data discloser;
- 5.2.2. take appropriate, reasonable, technical and organisational measures to ensure that the integrity of the Personal Data in its possession or under its control is secure and that such Personal Data is protected against unauthorised or unlawful processing, accidental loss, destruction or damage, alteration, disclosure or access.

6. Notification Of Personal Data Security Breach

6.1. Demographica shall –

- 6.1.1. notify the you immediately it becomes aware of or has reasonable grounds to believe that the Personal Data provided by you has been accessed or acquired by an unauthorised person and take all appropriate steps to limit the compromise of Personal Data and to restore the integrity of the affected information systems as quickly as possible; as soon as reasonably possible thereafter, Demographica shall assist the you to report all relevant facts relating to the compromise;
- 6.1.2. provide the compromised party with details of the Personal Data affected by the compromise, including but not limited to, the identity of Data Subjects, the nature and extent of the compromise, and, where possible, details of the identity of the unauthorised persons who are known to or who may reasonably be suspected of, having accessed or acquired the Personal Data.
- 6.1.3. Provide all reasonable assistance to the compromised party in relation to the preparation and presentation of the relevant information to the Regulators or as otherwise required by the applicable legislation for the purpose of prosecuting those persons responsible for the incident of unauthorized access, use or abuse and for any legal actions that the compromised party may bring against those persons responsible for the unauthorized access, use or abuse.

7. Transfer Of Personal Data

Demographica shall notify the Data discloser should it transfer Personal Data provided to it by the Data discloser outside of the Republic of South Africa.

Demographica shall enter into any necessary data transfer agreements for its transfer of Personal Data outside of the Republic of South Africa, as may be required.

8. Business Transfers

Demographica may sell, transfer or otherwise share some or all of its assets, including your Personal Information, in connection with a merger, acquisition, reorganization or sale of assets or in the event of winding up.

9. Disclosures For Legal Purposes

- 9.1. Demographica may disclose your Personal Information if required to do so by law or in the good faith belief that such action is necessary to:
 - 9.1.1. comply with a legal obligation,
 - 9.1.2. protect and defend the rights or property of Demographica,
 - 9.1.3. act in urgent circumstances to protect the personal safety of users of the Services or the public, or
 - 9.1.4. protect against legal liability.
- 9.2. Demographica employs administrative, physical and electronic measures designed to protect your information from unauthorized access. However, no Internet or email transmission is ever fully secure or error free. We will make any legally-required disclosures of any breach of the security, confidentiality, or integrity of your unencrypted electronically stored Personal Information to you via email in the most expedient time possible and without unreasonable delay, consistent with:
 - 9.2.1. the legitimate needs of law enforcement or
 - 9.2.2. any measures necessary to determine the scope of the breach and restore the reasonable integrity of the data system.

10. Our Policy Towards Children

If a parent or guardian becomes aware that his or her child has provided us with Personal Information without his/her consent, he or she should contact us at info@demographica.co.za. We do not knowingly collect Personal Information from children under 13. If we become aware that a child under 13 has provided us with Personal Information, we will delete such information from our files. If you are under the age of 13, please do not submit any Personal Information to us. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our Privacy Policy by instructing their children never to provide Personal Information without their permission.

11. Retention And Destruction

Demographica shall store all Personal Data which it processes for the minimum time periods as are stipulated by the Data discloser in writing and shall be required to destroy all Personal Data relating to the Data Subjects in compliance with the destruction time periods stipulated by the Data discloser.

12. Changes To This Privacy Policy

The Services and our business may change from time to time. As a result, at times it may be necessary to make changes to this Privacy Policy. This Privacy Policy may be updated or modified from time to time for any reason without prior notice. We will notify you of any material changes to our Privacy Policy by posting the new Privacy Policy on our website. This Privacy Policy was last updated on the date indicated above. Your continued use of the Services after any changes or revisions to this Privacy Policy shall indicate your agreement with the terms of such revised Privacy Policy. You are advised to consult this Privacy Policy regularly for any changes.

13. Questions

If you have any questions or comments about this Privacy Policy or our use of your personally identifiable information, please contact us at info@demographica.co.za, or 2nd Floor, Block 1, Oxford Manor, 196 Oxford Road, Illovo, Johannesburg, South Africa, 2196, South Africa.