

## **Privacy Policy**

We're committed to the confidentiality and security of any personal information you provide us with. There's nothing more important to us than our relationship with you. We're committed to the confidentiality and security of any personal information you provide us with. This privacy policy explains how we protect your information.

The Online Retail Report of South Africa 2018 ("The Service") online services and the web site <http://onlinetail.co.za> are provided by Platinum Seed Marketing (Pty) Ltd in association with World Wide Worx and VISA (jointly referred to as "The Organisation"). Information provided by companies and individuals who have responded to the research questionnaire ("The User(s)"), includes all data that can be directly connected to the User. As such, only aggregated data will be released in the form of statistical analysis, except where The User has given The Organisation express permission to quote or refer to them in an article for public release.

The Organisation is committed to protect the privacy of The Users' data and this Privacy Policy outlines what kinds of information The Organisation collects, and the way that such information may be used. The use of information collected through The Service shall be limited to the purpose of providing The Service for which The User has engaged The Organisation.

## **Protection Of Personal Information**

For purposes of POPI, The Service shall be an Operator mandated by the User to process Personal Information in terms of the Agreement and the User shall be a Responsible Party required to comply with all the requirements relating to Responsible Parties as prescribed by POPI.

The User shall own the Personal Information provided to or obtained through the Service at all times and The Organisation agrees to process the Personal Information received from the User or for the User as a result of the research programme in a manner that is adequate, relevant and not excessive for purposes of providing the Services as described herein, and only as authorised by the User.

The Organisation shall not share Personal Information received in terms of this Agreement with third parties without the User's written consent.

The Organisation shall take reasonable appropriate technical and organisational measures to prevent loss of, damage to, unauthorised destruction of, or unauthorised access to Personal Information processed on behalf of the User in order to establish and maintain the security safeguards as required by POPI. The Organisation will, however, not be responsible for any loss, damage, unauthorised destruction or unauthorised access that occurs as a result of the User's actions or omissions.

The User agrees that The Organisation may transfer Personal Information to a foreign country for the purpose of, *inter alia*, storing or archiving the Personal Information.

Unless otherwise agreed, The Organisation shall return all Personal Information received by the User as a result of this Agreement after a reasonable period from the date of termination of this Agreement.

### **Information Collection and Use**

In order to use the Service, the Organisation requires the User to provide us with information such as your company's name, your name and email address. If you opt in to a paid version of the full report as created by The Service, The Organisation will need your credit card number and billing information as well.

### **Information Related to Data Collection through The Service**

The Organisation may transfer personal information to companies that help us provide our service. Transfers to subsequent third parties are covered by the provisions in this policy regarding notice and choice and the service agreements with our Users.

We may also occasionally send you email marketing to send you updates, and other service related notifications that may be of importance to you. You may at any time opt out from receiving these types of communications.

### **Information Sharing**

The Organisation will not sell this information, rent it or exchange it with any third party. We will share your personal information with third parties only in the ways that are described in this privacy policy. The Organisation uses the information that was gathered in order to service you, bill you and/or perform research regarding the usage of The Service.

However, if requested by law, The Organisation holds its right to share your information with the authorities; as required by law, such as to comply with a subpoena, or similar legal process; when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request; to any other third party with your prior consent to do so.

The Organisation will transfer information, and will notify you about it, in any case that it will be acquired or merged with another organisation, company or group. You will be notified via email and/or a prominent notice on our site of any choices you may have regarding your personal information.

Please be informed that The Organisation uses third party vendors and hosting partners to provide the necessary hardware, software, emailing, mobile communications, networking, storage, and related technology required to run The Service. These companies are authorised to use your personal information only as necessary to provide these services to us.

### **Collection and Use of 3rd Party Personal Information**

From time to time, we may receive Personal Information about you from third party sources including partners with which we offer co-branded services or engage in joint marketing activities, and publicly available sources such as social media websites.

## **Information About Children**

The Service is not intended for or targeted children under 16, and we do not knowingly or intentionally collect information about children under 16 years of age. If you believe that we have collected information about a child under 16, please contact us at [info@platinumseed.com](mailto:info@platinumseed.com), so that we may delete the information immediately.

## **Compliance with Our Privacy Policy**

We use the information we collect only in compliance with this Privacy Policy. Customers who subscribe to our Subscription Services are obligated through our agreements with them to comply with this Privacy Policy.

## **We Never Sell Personal Information**

We will never sell your Personal Information to any third party.

## **Opt-out Preferences**

The Organisation will use the email provided in the registration process in order to send a welcome email, billing and invoice information and/or news and updates. If you wish to subscribe to our newsletter, we will use your name and email address to send the newsletter to you. Out of respect for your privacy, you may choose to stop receiving our newsletter or marketing emails by following the unsubscribe instructions included in these emails, accessing the email preferences in your account settings page, or you can contact us directly.

We will also send you service-related email announcements on rare occasions when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email. You do not have an option to opt out of these emails, which are not promotional in nature.

## **Cookies and other Tracking Technologies**

Technologies such as: cookies, beacons, tags and scripts are also used by The Organisation and our advertising partners and service providers. These technologies are used in analysing trends, administering the site, tracking users' movements around the site and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

We use cookies for remembering users' settings on our website. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our site, but your ability to use some features or areas of our site may be limited.

As is true of most web sites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We link some of this automatically-collected data to personal information.

We do this to improve services we offer you, to improve marketing, analytics, or site functionality.

We use Local Storage Objects (LSOs) such as HTML5 to store content information and preferences. Third parties with whom we partner to provide certain features on our site or to display advertising based upon your Web browsing activity use LSOs such as HTML5 and Flash to collect and store information. Various browsers may offer their own management tools for removing HTML5 LSOs.

We partner with a third party ad network to either display advertising on our Web site or to manage our advertising on other sites. Our ad network partner uses cookies and Web beacons to collect non-personal information about your activities on this and other Web sites to provide you targeted advertising based upon your interests. Please contact us at [info@platinumseed.com](mailto:info@platinumseed.com) if you wish to opt out from this.

### **Social Media Widgets**

Our web site may include social media features, such as the Facebook widget, such as the Share This button or interactive mini-programs that run on our site. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our web site. Your interactions with these features are governed by the privacy policy of the company providing it.

### **Blogs**

Any time you post on our blog please be aware that you are posting using a third party application and we have no access or control over this information. To request removal of your personal information from our blog, you can either log into the third party application or remove your comment or you can contact the appropriate third party application. Your interaction with these features is governed by the privacy policy of the company providing it.

### **Testimonials**

We display personal testimonials of satisfied customers on our web site in addition to other endorsements. With your consent we may post your testimonial along with your name. If you wish to update or delete your testimonial, you can contact us at [hello@continuum.co](mailto:hello@continuum.co)

### **Changes To This Policy**

The Organisation may update this Privacy Policy from time to time. In any case of significant change in the way personal information is used, as outlined in this Privacy Policy, we will alert the primary account owner via email prior to the change becoming effective. We may update this privacy policy to reflect changes to our information practices. We encourage you to periodically review this page for the latest information on our privacy practices.

### **User Access and Choice**

If your personal information changes, or if you no longer desire our service, you may correct, update, or delete it by making the change on our member information page or by contacting us by telephone or electronic mail via our contact us section. We will respond to your request to access personal information within 30 days.

We will retain your information (including geolocation) and personal data we process on behalf of our Users for as long as your account is active or as needed to provide you services. Please contact us if you wish to cancel your account or request that we no longer use your information to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **Security**

The security of your personal information, location information and users' information is important to us. When you enter sensitive information, such as a credit card number and/or geolocation data on our order forms or use the Service, we encrypt the transmission of information using secure socket layer technology (SSL). We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security. If you have any questions about security on our site, please contact us at [support@continuo.co](mailto:support@continuo.co)

## **Retention of Personal Information**

How long we keep information we collect about you depends on the type of information. as described in further detail below. After such time, we will either delete or anonymize your information or, if this is not possible, then we will securely store your information and isolate it from any further use until deletion is possible.

We retain personal information that you provide to us where we have an ongoing legitimate business need to do so (for example, as long as is required in order to contact you about the subscription service or our other services, or as needed to comply with our legal obligations, resolve disputes and enforce our agreements).

When we have no ongoing legitimate business need to process your personal information, we securely delete the information or anonymise it or, if this is not possible, then we will securely store your personal information and isolate it from any further processing until deletion is possible. We will delete this information from the servers at an earlier date if you so request.

If you provide information to our customers as part of their use of the subscription service, our customers decide how long to retain the personal information they collect from you. If a customer terminates its use of the subscription service, then we will provide customer with access to all information stored for the customer by the subscription service, including any personal information provided by you, for export by the customer according to our agreement with our customer. After termination, we may, unless legally prohibited, delete all customer information, including your personal information, from the subscription service.

If you have elected to receive marketing communications from us, we retain information about your marketing preferences for a reasonable period of time from the date you last expressed interest in our content, products, or services, such as when you last opened an email from us. We retain information derived from cookies and other tracking technologies for a reasonable period of time from the date such information was created.

## **Contact Us**

If you have any questions or concerns regarding this Privacy Policy, the practices of this web site or your dealings with this web site, please contact us by visiting [platinumseed.com/contact-us/](http://platinumseed.com/contact-us/).

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