

# PRIVACY POLICY

## 1. Introduction

The owners of this site adhere to a strict privacy policy for the protection of our users. We guarantee that personal information provided by the user will be employed solely for the purpose of providing any service that the user has requested.

We guarantee that no user data, personal or otherwise, will ever be passed to external agencies or third parties for any reason unless required by law. We recognise the importance of protecting your privacy in respect of your personal information (as defined in Protection of Personal Information Act 4 of 2013 (“**POPI**”)) collected by us or provided by you. Accordingly, we have developed this policy in order for you to understand how we collect, communicate and use any personal information that you submit to us.

The following outlines our privacy policy:

- a) Your personal information may be either collected by us or provided by you. Personal information includes any information by which you can be identified and which relates to you as an identifiable individual such as your name, physical and postal addresses, e-mail address, race, sex, age and/or internet address of the domain from which you are visiting.
- b) Before or at the time of collecting your personal information, we will identify the purpose(s) for which the information is being collected.
- c) Unless we obtain your voluntary and informed consent thereto, or unless it is required or permitted by law, we undertake to not sell, distribute or disclose any personal information that you have disclosed to us. We will not disclose your personal information to anyone except as provided for in this policy. We will only collect your personal information by lawful and fair means and, where appropriate, with the knowledge or consent of the individual concerned.
- d) We will only retain your personal information as long as necessary for the fulfilment of those purposes as have been identified by us.
- e) Please note that this site advertises on third party sites through Google AdWords, and Google may use cookies to serve ads based on your visit to this site.
- f) Where users have chosen to enable Google to associate their web and app browsing history with their Google account, and to use information from their Google account to personalize ads they see across the web, Google will use data from its signed-in users together with Google Analytics data to build and define audience lists for cross-device remarketing.
- g) In order to support this feature, Google Analytics will collect these users’ Google-authenticated identifiers, which are Google’s personal data, and temporarily join them to Google Analytics data.
- h) You may opt out of seeing ads for this site by visiting the Google advertising opt-out page.
- i) In addition this site uses Google Analytics to monitor website activity. For more information on how Google collects and processes data please see [How Google Uses Data When You Use Partner Sites Or Apps](#).

## 2. Use of cookies

- a) Cookies are pieces of information a website transfers to a user’s hard drive for record-keeping purposes. Cookies make surfing the web easier for you by saving your preferences and tracking your online habits, traffic patterns, and making sure you do not see the same advertisement too often. The use of cookies is an industry standard.
- b) We may place a cookie on your browser to store and sometimes track information about you.

- c) While most browsers are initially set up to accept cookies, you can reset your browser to refuse all cookies or indicate when a cookie is being sent. Please note that some parts of the website will not function properly if you refuse cookies.

### **3. Use of IP address**

- a) An IP address is a number that is automatically assigned to a computer whenever it is connected to the Internet. We log IP addresses or the location of computers on the Internet.
- b) We collect IP addresses for the purposes of system administration and to audit the use of the website. We do not ordinarily link IP addresses to personal information, which means that your session may remain anonymous. However, we cannot guarantee that this will always be the case, as it may be necessary to identify a particular user when it is necessary to enforce compliance with the Privacy Policy or to protect our website, its users or other interests.

### **4. Links to other sites**

When you are using the website, you could be directed to other sites that are beyond our control. These other web sites may send their own cookies to you collect data or solicit personal information. We do not control the privacy policies of those third party web sites.

### **5. Contact Information**

You may access and/or correct any of your personal information that we hold by sending an email to [admin@atsatrading.co.za](mailto:admin@atsatrading.co.za) .