

# PRIVACY POLICY

**SAFOMAR INDUSTRIAL BRANDS PROPRIETARY LIMITED, REGISTRATION NUMBER 1990/002938/07 T/A SIB**

WEBSITE PRIVACY STATEMENT- EFFECTIVE NOVEMBER 2022. WHEN YOU ACCESS OUR WEBSITE, YOU AGREE TO THIS PRIVACY POLICY ("POLICY"), IF YOU DO NOT AGREE TO THIS POLICY, OR TO ANY CHANGES WE MAY SUBSEQUENTLY MAKE, YOU MUST IMMEDIATELY STOP ACCESSING OUR WEBSITE. **PLEASE NOTE THAT THIS POLICY CONTAINS NOT ONLY TERMS AND CONDITIONS, BUT ALSO YOUR CONSENT TO OUR PROCESSING, IN ACCORDANCE WITH THIS POLICY, OF THE PERSONAL INFORMATION MADE AVAILABLE BY YOURSELF ON OUR WEBSITE.**

## Introduction

SIB respects the right to privacy and confidentiality of our users Personal Information. This Policy complies with the principles contained in the Consumer Protection Act 61 of 2008 relating to direct marketing, in the Electronic Communications and Transaction Act 25 of 2002 ("ECT"), for electronically, collecting Personal Information and the right to notify data subjects how we handle Personal Information given to SIB, as per the Protection of Personal Information Act 4 of 2013 ("POPI").

This Policy describes how sib.co.za collects, uses, and discloses your Personal Information when you visit or make a purchase from our Site.

Through your interaction with us, SIB collects Personal Information which, is described by POPI, as information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person. Personal Information may include, but is not limited to, your name, physical address, telephone number and e-mail address.

You may not access our services on our Site if you are younger than 18 years old or do not have legal capacity to conclude legally binding contracts.

## Contact

After reviewing this Policy, if you have additional questions, want more information about our privacy practices, would like to make a complaint, update or correct your Personal Information, or if you would like us to have your Personal Information deleted, please contact us by e-mail at [sales@sib.co.za](mailto:sales@sib.co.za) or by mail using the details provided below:

Customer support

Block C 2 Avalon Road, Modderfontein, Johannesburg, Gauteng, 1609

# Collecting Personal Information

When you visit sib.co.za, we collect certain information about your device, your interaction with the Site, and the information necessary to process your purchases. We may also collect additional information if you contact us for customer support. In this Policy, we refer to any information about an identifiable individual (including the information below) as "Personal Information". See the list below for more information about what Personal Information we collect and why.

- Device information
  - **Purpose of collection:** to load the Site accurately for you, and to perform analytics on Site usage to optimize our Site.
  - **Source of collection:** Collected automatically when you access our Site using cookies, log files, web beacons, tags, or pixels
  - **Disclosure for a business purpose:** shared with our processor Shopify
  - **Personal Information collected:** version of web browser, IP address, time zone, cookie information, what sites or products you view, search terms, and how you interact with the Site
- Order information
  - **Purpose of collection:** to provide products or services to you to fulfil our contract, process your payment information, arrange for shipping, provide you with invoices and/or order confirmations, communicate with you, screen our orders for potential risk or fraud, and when in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.
  - **Source of collection:** collected from you.
  - **Disclosure for a business purpose:** shared with our processor Shopify
  - **Personal Information collected:** name, billing address, shipping address, payment information (including credit card numbers, email address, and phone number).
- Customer support information
  - **Purpose of collection:** to provide customer support.
  - **Source of collection:** collected from you

We may also process, transfer and disclose your Personal Information (which will normally be retained on a database) for the purposes of:

- offering products for sale and keeping you up to date on new products, services, and offers;
- Auditing usage of our Site;
- Storing the terms and conditions which bind you; and
- Any other purpose which is reasonably necessary in the circumstances.

We ask that you not send us, and you not share any special personal information (e.g., biometric information, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, criminal background or trade union membership).

## Processing your Personal Information

By providing your Personal Information to SIB you acknowledge that it has been collected directly from you and consent to its processing by SIB.

Where you submit Personal Information (such as name, e-mail address and, telephone number) via the Site (i.e. through completing the online form) the following principles are observed in the processing of that information: -

- SIB will only collect Personal Information for a purpose consistent with the purpose for which it is required. The specific purpose for which information is collected will be apparent from the context in which it is requested and as outlined in terms of this Policy.
  - SIB will only process Personal Information in a manner that is adequate, relevant and not excessive in the context of the purpose for which it is processed.
  - Personal Information will only be processed for a purpose compatible with that for which it was collected, unless you have agreed to an alternative purpose in writing or SIB is permitted in terms of national legislation of general application dealing primarily with the protection of Personal Information.
  - SIB will retain your Personal Information for as long; as needed to provide you with our services; as needed for the purposes outlined in this Policy or at the time of collection; as necessary to comply with our legal obligations; or to the extent permitted by law.
  - SIB will destroy or delete any Personal Information that is no longer needed by SIB for the purpose it was initially collected, or subsequently processed.
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- We may need to transfer your Personal Information to another country for processing or storage. We will ensure that anyone to whom we pass your Personal Information agrees to treat your information with the same level of protection as we are obliged to. You hereby consent to the transborder transfer of your Personal Information in the event that the need arises.

## Sharing Personal Information

We share your Personal Information with service providers to help us provide our services and fulfil our contracts with you, as described above. For example:

- We use Shopify to power our online store. You can read more about how Shopify uses your Personal Information here: <https://www.shopify.com/legal/privacy>.
- We may share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.
- In accordance with the ECT Act and the POPI Act, we will disclose your Personal Information without your consent if we are required to do so by law or a court order; or If it is in the public interest.
- With our preferred courier services.

## Behavioural Advertising

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For example:

- We use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.
- We share information about your use of the Site, your purchases, and your interaction with our ads on other websites with our advertising partners. We collect and share some of this information directly with our advertising partners, and in some cases through the use of cookies or other similar technologies (which you may consent to, depending on your location).
- We use Shopify Audiences to help us show ads on other websites with our advertising partners to buyers who made purchases with other Shopify merchants and who may also be interested in what we have to offer. We also share information about your use of the Site, your purchases, and the email address associated with your purchases with Shopify Audiences, through which other Shopify merchants may make offers you may be interested in.

For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <https://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

**You can opt out of targeted advertising by:**

- **FACEBOOK** - <https://www.facebook.com/settings/?tab=ads>
- **GOOGLE** - <https://www.google.com/settings/ads/anonymous>
- **BING** - <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

**Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <https://optout.aboutads.info/>.**

## Cookies

A cookie is a small amount of information that's downloaded to your computer or device when you visit our Site. We use a number of different cookies, including functional, performance, advertising, and social media or content cookies. Cookies make your browsing experience better by allowing the website to remember your actions and preferences (such as login and region selection). This means you don't have to re-enter this information each time you return to the site or browse from one page to another. Cookies also provide information on how people use the website, for instance, whether it's their first time visiting or if they are frequent visitors.

We use the following cookies to optimize your experience on our Site and to provide our services.

[Be sure to check this list against Shopify's current list of cookies on the merchant storefront: <https://www.shopify.com/legal/cookies> ]

## Cookies Necessary for the Functioning of the Store

Name	Function	Duration
_ab	Used in connection with access to admin.	2y
_secure_session_id	Used in connection with navigation through a storefront.	24h
_shopify_country	Used in connection with checkout.	session
_shopify_m	Used for managing customer privacy settings.	1y
_shopify_tm	Used for managing customer privacy settings.	30min
_shopify_tw	Used for managing customer privacy settings.	2w
_storefront_u	Used to facilitate updating customer account information.	1min
_tracking_consent	Tracking preferences.	1y
c	Used in connection with checkout.	1y
cart	Used in connection with shopping cart.	2w
cart_currency	Used in connection with shopping cart.	2w
cart_sig	Used in connection with checkout.	2w
cart_ts	Used in connection with checkout.	2w
cart_ver	Used in connection with shopping cart.	2w
checkout	Used in connection with checkout.	4w
checkout_token	Used in connection with checkout.	1y
dynamic_checkout_shown_on_cart	Used in connection with checkout.	30min
hide_shopify_pay_for_checkout	Used in connection with checkout.	session
keep_alive	Used in connection with buyer localization.	2w
master_device_id	Used in connection with merchant login.	2y
previous_step	Used in connection with checkout.	1y
remember_me	Used in connection with checkout.	1y
secure_customer_sig	Used in connection with customer login.	20y
shopify_pay	Used in connection with checkout.	1y
shopify_pay_redirect	Used in connection with checkout.	30 minutes, 3w or 1y depending on value
storefront_digest	Used in connection with customer login.	2y
tracked_start_checkout	Used in connection with checkout.	1y
checkout_one_experiment	Used in connection with checkout.	session

## Reporting and Analytics

Name	Function	Duration
_landing_page	Track landing pages.	2w
_orig_referrer	Track landing pages.	2w
_s	Shopify analytics.	30min
_shopify_d	Shopify analytics.	session
_shopify_s	Shopify analytics.	30min
_shopify_sa_p	Shopify analytics relating to marketing & referrals.	30min
_shopify_sa_t	Shopify analytics relating to marketing & referrals.	30min
_shopify_y	Shopify analytics.	1y
_y	Shopify analytics.	1y
_shopify_evids	Shopify analytics.	session

Name	Function	Duration
_shopify_ga	Shopify and Google Analytics.	session

The length of time that a cookie remains on your computer or mobile device depends on whether it is a “persistent” or “session” cookie. Session cookies last until you stop browsing and persistent cookies last until they expire or are deleted. Most of the cookies we use are persistent and will expire between 30 minutes and two years from the date they are downloaded to your device.

You can control and manage cookies in various ways. Please keep in mind that removing or blocking cookies can negatively impact your user experience and parts of our website may no longer be fully accessible.

Most browsers automatically accept cookies, but you can choose whether or not to accept cookies through your browser controls, often found in your browser’s “Tools” or “Preferences” menu. For more information on how to modify your browser settings or how to block, manage or filter cookies can be found in your browser’s help file or through such sites as: [www.allaboutcookies.org](http://www.allaboutcookies.org).

Additionally, please note that blocking cookies may not completely prevent how we share information with third parties such as our advertising partners. To exercise your rights or opt-out of certain uses of your information by these parties, please follow the instructions in the “Behavioural Advertising” section above.

## Do Not Track

Please note that because there is no consistent industry understanding of how to respond to “Do Not Track” signals, we do not alter our data collection and usage practices when we detect such a signal from your browser.

## Security and confidentiality

We understand the value of your Personal Information and will take reasonable steps to protect your Personal Information from loss, misuse or unauthorised alteration, access or disclosure. We use physical, electronic and administrative safeguards that are designed to ensure the security and integrity of your Personal Information. Although we take steps to secure your Personal Information, we cannot guarantee absolute security of information.

In the event that your Personal Information is acquired, or is reasonably believed to have been acquired, by an unauthorised person, SIB will notify you via e-mail.

## Changes

We reserve the right, to update, modify or amend (including without limitation, by the addition of new terms and conditions or changes to our practices or for other operational, legal, or regulatory reasons) this Policy from time to time. The version of the terms and conditions effective for this Policy are indicated by the effective date incorporated in the title of this Policy. The date indicated in the heading of this Policy is the effective date that governs the browsing

and the use of this Policy from the date until the next revision of this Policy becomes effective. You therefore agree to review the Policy whenever you visit the website for any such change. Save as expressly provided to the contrary in this Policy, the amended version of the Policy shall replace all previous versions thereof.

## **Access to Personal Information**

If you wish to access your Personal Information, without actually changing same, please e-mail [sales@sib.co.za](mailto:sales@sib.co.za). and we shall provide you with your Personal Information collected by SIB.

## **Third party links**

Our Site may contain links to other websites. Please be aware that SIB is not responsible for, gives no warranties, nor makes any representations in respect of the privacy policies, practices or content of any third party websites. SIB strongly recommends that you review the privacy policy of any website you visit before using it further to see how your privacy is protected.

## **Complaints**

As noted above, if you would like to make a complaint, please contact us by e-mail or by mail using the details provided under "Contact" above.

If you are not satisfied with our response to your complaint, you have the right to lodge your complaint with the Information Regulator or your local data protection authority, or the supervisory authority: [PAIAComplaints@inforegulator.org.za](mailto:PAIAComplaints@inforegulator.org.za)

Should you feel that your Personal Information has been violated you have the right to lodge a complaint with: [POPIAComplaints@inforegulator.org.za](mailto:POPIAComplaints@inforegulator.org.za)