

## INTRODUCTION AND SCOPE

1. Thank you for visiting our website (the "Website"). This Website falls under the jurisdiction and control of the Beier Group and therefore operates under the Beier Group Privacy Policy. Beier Group is committed to protecting and respecting your privacy.
2. This Privacy Policy, together with our Website terms and conditions, sets out the basis on which any personal information we obtain ("Collect"/ "Collection") from you, or that you provide to us, will be used, stored and processed by us. Please read the following carefully to understand our policy and practices regarding your Personal Information (as defined in the POPI Act) and how we will treat it.
3. In adopting this Privacy Policy, we wish to ensure that the use of your Personal Information is lawful, reasonable, and relevant to our activities. While we will take all reasonable steps to prevent unauthorised access to, or disclosure of your Personal Information, we cannot guarantee that your Personal Information shall be 100% secure.
4. By continuing to use the Website, you agree to the terms and conditions set out in this Privacy Policy. You agree that we may Collect Personal Information for any of the purposes listed below.
5. You consent to the Collection of your Personal Information on the terms and conditions set out in this Privacy Policy if you continue to use the Website.

## WHAT TYPES OF PERSONAL INFORMATION DOES BEIER GROUP COLLECT?

1. The types of Personal Information that we may Collect includes information necessary to provide our Content and Services. This may include personal information which contains identifiable information such as (amongst other things) your first and last name, organization name, organization details, screen name, pictures, email address, postal address, telephone number, date of birth, and if you are a subscriber to a service, information related to the method in which you subscribe including account and login details ("Personal Information").
2. We may also Collect other information, including your interests, preferences, purchasing behaviour, transactional information, geographical location (which could include various technologies that determine your actual location, such as geographical data from your device (GPS or IP location)) and demographics (e.g., age, gender, and financial information).
3. We may on occasion combine Personal Information we receive online with other records (such as those from telephonic records, survey records or subscription applications) to develop a membership profile relating to you.
4. We will attempt to limit the types of Personal Information we Collect to only that to which you consent.
5. When you visit our Website, our web server also automatically records the name of your ISP (Internet Service Provider), the website from which you visit us, the pages on

our sites you visit and in what sequence, and the date and length of your visit. This information is aggregate and anonymous data and does not identify you specifically.

6. We, our third party service providers and our partners, may send "cookies" to your computer or use similar technologies to enhance your online experience at our Website and across the Internet. "Cookies" are files that can identify you as a unique customer and store your personal preferences as product preferences to tell us which site pages you have visited and in what order. We use cookies and other technical information to personalise your visit to the Website, to analyse traffic on the website and to track user trends, patterns and selections for authorised download and for technical reasons connected with your use of our site. Cookies can either be permanent (i.e., they remain on your computer until you delete them) or temporary (i.e. they last only until you close your browser).
7. We may also use "web beacons" that monitor your use of our sites. Web beacons (or web bugs) are small strings of code that provide a method for delivering a graphic image on a web page for the purpose of transferring data, such as the IP (Internet Protocol) address of the computer that downloaded the page on which the web beacon appears, the URL (Uniform Resource Locator) of the page on which the web beacons appear, the time the page containing the web beacon was viewed, the types of browser that fetched the web beacon and the identification number of any cookie on the computer previously placed by that server. When corresponding with you via HTML capable e-mail, web beacons let us know whether you received and opened our email. On their own, cookies or web beacons do not contain or reveal any Personal Information. However, if you choose to provide us with Personal Information, it can be linked to the anonymous data stored in the cookies and/or web beacons. Most browsers are initially set to accept cookies. However, if you prefer, you may adjust your browser to reject cookies from us or from any other website. Additionally, by setting your web browser to display HTML emails as text only, you may be able to prevent the use of some web beacons. However, please note that certain areas of our sites can only be accessed in conjunction with cookies or similar devices.
8. We may passively collect some of your Personal Information from the mobile device which you use to access and navigate through our Website, using various technological means, for instance, using server logs to collect and maintain log information. The information which we may passively collect from your mobile device may include your identifying information, contact details, device and device event information, site activity information, log information, telephony log information, location information, unique application numbers and any other information which you permit us, from time to time, to passively collect from your device.

## HOW DO YOU USE MY PERSONAL INFORMATION?

1. We may use your Personal Information to:
  1. provide Services or Content you request (e.g. send you by email or other electronic means.);
  2. inform you of changes made to our Website;

3. inform you of content, services, promotions, offers and competitions which you may find interesting;
4. respond to any queries you may have electronically or telephonically;
5. develop a more direct relationship with you for the purposes described in this section;
6. develop your subscription profile, if you are a subscriber;
7. understand general trends and patterns so we can develop and support existing and ongoing strategies for our services; and
8. for security, administrative and legal purposes.

## WHAT ABOUT PERSONAL INFORMATION THAT IS PUBLICLY AVAILABLE?

If at any time our Website offers any chat rooms, message boards, blogs, newsgroups, social media interaction or forums, etc., we Collect the information that you disclose. Such information will be used in accordance with this Privacy Policy. Please note that we are not responsible for other parties' use of the Personal Information which you make available to such third parties through any chat room, message board, blog, newsgroup, social media interaction or forums, etc. on our Website

## WILL MY PERSONAL INFORMATION BE USED FOR MARKETING PURPOSES?

1. If we obtain your prior express consent, we may use your Personal Information for the purposes of:
  1. promoting our services and on behalf of other organizations in the Beier Group;
  2. marketing upcoming events and services on behalf of selected third parties which are in accordance with our vision and goals and provided that you have agreed to your details being passed onto third parties.
  3. You are entitled to request that we desist from using your Personal Information for the purposes of marketing, and we will provide you with the necessary functionality for you to do so with ease, each time we market to you.

## WHAT SECURITY MEASURES ARE IN PLACE TO PROTECT YOUR PERSONAL INFORMATION?

1. Although absolute security cannot be guaranteed on the Internet, we have in place upto-date, reasonable technical and organisational security measures to protect your Personal Information against accidental or intentional manipulation, loss, misuse, destruction or against unauthorised disclosure or access to the information we Collect online.

2. While we cannot ensure or warrant the security of any Personal Information you provide us, we will continue to maintain and improve these security measures over time in line with legal and technological developments.

## HOW WILL BEIER GROUP STORE MY PERSONAL INFORMATION?

1. It is our preference to store your Personal Information in South Africa. We may also or alternatively store your Personal Information on and transfer your Personal Information to a central database located in a jurisdiction that does have substantially similar laws which provide for the protection of personal data.
2. Your information will not be stored for longer than is necessary for the purposes described in this Privacy Policy.

## WILL MY PERSONAL INFORMATION BE SHARED WITH ANYONE ELSE?

1. We may share your Personal Information with other organizations within the Beier Group and have agreed to be bound by this Privacy Policy. It is possible that one of our organizations, could merge with, be sold to, or be acquired by a third party. To the extent legally permissible and in accordance with the conditions of this Privacy Policy, we may share your Personal Information with any successor entity.
2. Third parties: We may disclose Personal Information about you to other third parties to comply with applicable laws and regulations. We also reserve the right to disclose such Personal Information to third parties where a complaint arises concerning your use of our Website and where we believe, in our sole discretion, that your use of our Website is inconsistent with the Privacy Policy. We also share information about users of this Website in an anonymous or aggregate form with third parties including advertisers and business partners, to understand customer trends and patterns and manage and improve our business relationships. We may provide your Personal Information to third party processors to administer and process for the purposes notified to you in this Privacy Policy, and we may also share such details with third parties (such as auditors or legal advisors) to obtain professional advice. Any such processing will be governed by an agreement in the form required by law, preserving any and all of your statutory data protection rights.
3. Links, advertisers, third party sponsors & ad-servers: Our Website may contain links to other websites that are not covered by this Privacy Policy and where information practices may be different from ours. We encourage you to consult the other sites' privacy policies on such third party sites before submitting any Personal Information, as we are not responsible for and have no control over Personal Information that is submitted to, or collected by, these Third Party Websites. On this Website, we may sometimes offer content that is sponsored by or co-branded with identified third parties. These third parties can obtain Personal Information that you voluntarily submit to them to make use of the offer. We are not responsible for the collection and use of your Personal Information by these third parties. However, you should be informed, at the point of collection of such personally identifiable information, if

these third parties will obtain such information, how it will be processed and to whom it will be transferred. On our Website, third parties may present or serve advertisements, provide us with data collection, reporting and ad response measurement, as well as assist with delivery of relevant marketing messages and advertisements. These third parties may view, edit, or set their own cookies. The use of these technologies by such third parties is subject to their own privacy policies and is not covered by this Privacy Policy.

## HOW CAN I FIND OUT WHAT PERSONAL INFORMATION BEIER GROUP HOLDS ABOUT ME?

1. To see the Personal Information we have collected through this Website that relates to you, to cancel it and/or to correct or update this Personal Information, please email us at [information@beier.co.za](mailto:information@beier.co.za) . In addition, we will always give you the opportunity to update your preferences regarding our use of your Personal Information.
2. To protect your privacy and security we will take reasonable steps to verify your identity before granting requests. If you have any additional questions about Personal Information we hold about you, please contact us at [information@beier.co.za](mailto:information@beier.co.za) .

## MOBILE APPLICATION AND USE OF FACEBOOK USER DATA (WHERE APPLICABLE)

1. In time, we may have an official application for iPhone, iPad, iPod and Android, available for download. To check if we have official application please visit our Website.
2. We may access information from user's Social Media accounts once they give us permission to do so whilst using the Social Media functionality of the application.
3. Our Social Media sites, accounts or pages may access information from your Social Media accounts once you give us permission to do so. Once permission is granted, we may access a user's name, gender, birthday, locale, email address and spice result.

## USE OF THE WEBSITE BY CHILDREN

1. This Website is accessible to children under the age of 18.
2. Due to the nature of our services, we do not expect children under the age of 18 to provide Personal Information. We encourage parents to supervise their children's online activities by, for example, adopting parental control tools available from online services and software manufacturers that help provide a child-friendly online environment. These tools can also prevent children from disclosing online their name, address, and other Personal Information.
3. We encourage parents to talk to their children about the use of the Internet and information they disclose to websites.

## CHANGES TO THIS PRIVACY POLICY

1. From time to time, we may revise this Privacy Policy to reflect company initiatives, changes in the law or technology or changes in our practices regarding the collection and use of Personal Information. If we decide to change this Privacy Policy, the changes will be posted on this Website so that you are always informed of the latest version.
2. We will not use or disclose Personal Information provided to us pursuant to this Privacy Policy in ways other than the ones described above, without informing you and providing you with the opportunity to consent to such modified conditions concerning the use and disclosure of your Personal Information.

## GOVERNING LAW

1. The contents of this Privacy Policy shall be governed by South African law.
2. If any provision of this Privacy Policy is judged to be illegal, void or unenforceable due to applicable law or by order of a court of competent jurisdiction it shall be deemed deleted and the continuation in full force and effect of the remainder of the provisions will not be prejudiced unless a court of competent jurisdiction determines that the substantive purpose of this Privacy Policy is then frustrated, in which case you may contact us in order to opt-out of the Privacy Policy.

## HOW CAN I CONTACT BEIER GROUP?

If you have any questions or comments about this Privacy Policy please feel free to contact The Information Officer at P.O. Box 121, Pinetown, 3600, KwaZulu Natal, or email us at [information@beier.co.za](mailto:information@beier.co.za)