

Privacy Notice - Into Equity Consulting

Effective date: 2022-01-01

Introduction

Welcome to our privacy notice. We are **Into Equity Consulting** and this is our plan of action when it comes to protecting your privacy. We respect your privacy and take the protection of personal information very seriously. The purpose of this notice is to describe the way that we collect, store, use, and protect information that can be associated with you or another specific natural or juristic person and can be used to identify you or that person (**personal information**).

Who are we?

We are Into Equity Consulting. Our contact details are as follows:

9 Cadiz Street, Uitzicht, Durbanville, 7550

City

Western Cape

0844000016

adele@into-equity.co.za

About this privacy notice

Into Equity Consulting has created this privacy notice as the Responsible Party of personal information for visitors to our website (where applicable), for prospects, clients and former clients. This notice aims to demonstrate our firm commitment to privacy and to inform people dealing with us about the information we collect and process in connection with such interaction. This notice sets out an explanation of what personal information about you we process, why we process your personal information, with whom your personal information is shared and a description of your rights with respect to your personal information.

What is Personal Information?

Personal information includes:

- certain information that we collect automatically when you visit our website.
- where applicable, certain information collected on registration.
- where applicable, certain information collected on submission; and
- optional information that you provide to us voluntarily.

but excludes:

- information that has been made anonymous so that it does not identify a specific person.
- permanently de-identified information that does not relate or cannot be traced back to you specifically.
- non-personal statistical information collected and compiled by us; and
- information that you have provided voluntarily in an open, public environment or forum including any blog, chat room, community, classifieds, or discussion board (because the information has been disclosed in a public forum, it is no longer confidential and does not constitute personal information subject to protection under this policy).

What personal data do we process?

We need to keep and process certain personal data about you to manage our business, for management purposes, to comply with our legal obligations and, where necessary, to protect our legitimate business interests. We will collect and process personal information from you during your visit on this website, during our contractual relationship and following the termination of our contractual relationship. Personal information is normally obtained directly from you. In certain circumstances, it will, however, be necessary to obtain data from third parties, e.g. credit check references. Common examples of personal information we may process are the following:

- Identifying information – such as your name, date of birth, or identification number of any kind.
- Contact information – such as your phone number or email address.
- Address information – such as your physical or postal address; or
- Demographic information – such as your gender or marital status.
- Financial information – such as your bank account details.
- Sensitive demographic information – such as your race or ethnicity.
- Medical information – such as information about your physical or mental health.
- Sexual information – such as information about your sex life or sexual orientation.
- Employment information – including your membership of a trade union; and
- Beliefs – including your political or religious beliefs.

Why do we process your personal information?

We may use or process any goods or services information, or optional information that you provide to us for the purposes that you indicated when you agreed to provide it to us. Processing includes gathering your personal information, disclosing it, and combining it with other personal information. We generally collect and process your personal information for various purposes, including:

- goods or services purposes – such as collecting orders or requests for and providing our goods or services.
 - business purposes – such as internal audit, accounting, business planning, and joint ventures, disposals of business, or other proposed and actual transactions; and
 - legal purposes – such as handling claims, complying with regulations, or pursuing good governance.
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- remember your information so that you will not have to re-enter it during your visit or the next time you access the website.
 - track your entries, submissions, and status in any promotions or other activities in connection with your usage of the website.

With whom do we share your personal information?

Disclosure

Sharing

We do not share your personal information

No selling

We will not sell personal information. No personal information will be disclosed to anyone except as provided in this privacy policy.

Marketing purposes

We may disclose aggregate statistics (information about the customer population in general terms) about the personal information to advertisers or business partners.

Employees

We may need to disclose personal information to our employees that require the personal information to do their jobs. These include our responsible management, human resources, accounting, audit, compliance, information technology, or other personnel.

Change of ownership

If we change ownership, or a merger with, acquisition by, or sale of assets to another entity, we may assign our rights to the personal information we process to a successor, purchaser, or separate entity. We will disclose the transfer on the website. If you are concerned about your personal information migrating to a new owner, you may request us to delete your personal information.

How do we use your personal data?

The information we hold and process will be used for management and administrative purposes. We keep it and use it to enable us to run our business, manage our contractual relationship with you effectively, lawfully and appropriately and protect your rights and interests. This includes using your information to enable us to manage contracts, comply with legal obligations, where applicable, pursue our legitimate interests and protect ourselves in the event of legal proceedings against the company. The uses we make of each category of your personal information, together with the lawful basis we rely on for those uses are set out in more detail in our record of processing activities as reflected in our PAIA manual. Where there is a need to process your data for a purpose other than those set out in the appendix or otherwise outlined to you, we will inform you of this.

Use of Cookies

We may place small text files called 'cookies' on your device when you visit our website. These files do not contain personal information, but they do contain a personal identifier allowing us to associate your personal information with a certain device. These files serve several useful purposes for you, including:

- granting you access to age-restricted content.
- tailoring our website's functionality to you personally by letting us remember your preferences.
- improving how our website performs.
- allowing third parties to provide services to our website, and
- helping us deliver targeted advertising where appropriate in compliance with the applicable laws.

Your internet browser generally accepts cookies automatically, but you can often change this setting to stop accepting them. You can also delete cookies manually. However, no longer accepting cookies or deleting them will prevent you from accessing certain aspects of our website where cookies are necessary. Many websites use cookies, and you can find out more about them at www.allaboutcookies.org.

Third-party cookies: Some of our business partners use their own cookies or widgets on our website. We have no access to or control over them. Information collected by any of those cookies or widgets is governed by the privacy policy of the company that created it, and not by us.

Web beacons: Our website may contain electronic image requests (called a single-pixel gif or web beacon request) that allow us to count page views and to access cookies. Any electronic image viewed as part of a web page (including an ad banner) can act as a web beacon. Our web beacons do not collect, gather, monitor, or share any of your personal information. We merely use them to compile anonymous information about our website.

Acceptance

Acceptance required: You must accept all the terms of this policy when you order our goods or request our services. If you do not agree with anything in this policy, then you may not order our goods or request our services.

Legal capacity: You may not access our website or order our goods or request our services if you are younger than 18 years old or do not have the legal capacity to conclude legally binding contracts.

Deemed acceptance: By accepting this policy, you are deemed to have read, understood, accepted, and agreed to be bound by all of its terms.

Your obligations: You may only send us your personal information or the information of another data subject where you have their permission to do so.

Will your personal information be transferred abroad?

We will not transfer any personal information across a country border without your prior written consent

How long do we keep your personal data?

Any personal information processed about you on this website is retained in accordance to our record retention policy.

What happens if you do not provide us with your personal data?

In some cases, you may decline to provide us with your personal information. If we believe that we require relevant personal information to effectively and properly manage our contractual relationship, we may not be able to continue our relationship with you.

Will you be subject to profiling or automated decision making?

You will not be subject to automated decision making or profiling.

What are your rights under the POPIA?

You have the following rights under data protection law:

- **Information Request:** the right to receive a copy of and/or access the personal data that we hold about you, together with other information about our processing of that personal data;

- **Update Data:** the right to request that any inaccurate data that is held about you is corrected, or if we have incomplete information you may request that we update the information such that it is complete;
- **Data Deletion:** the right, in certain circumstances, to request that we erase your personal data;
- **Restrict Processing Object to Processing:** the right, in certain circumstances, to request that we no longer process your personal data for particular purposes, or object to our use of your personal data or the way in which we process it;
- **Data Portability:** the right, in certain circumstances, to transfer your personal data to another organisation;
- **Review Automated Decisions:** the right to object to automated decision making and/or profiling; and
- **File a Complaint:** the right to complain to the Information Regulator.

Please note that your ability to exercise these rights may be subject to certain conditions.

Review

This Privacy Notice notice will be reviewed from time to time to take into account changes in the law and the experience of the notice in practice.

Further information

If you have any queries in relation to this privacy notice, or if you have any concerns as to how your personal information is processed, please contact our information officer as detailed below.

Details of Processing Activities

Please refer to our PAIA manual.

Information officer

Adèle Hefer Thomas
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