

OPTINUUM (PTY) LTD PRIVACY POLICY

19th October 2020

Your Acceptance of this Privacy Policy

When you accept this Privacy Policy, you agree to all the terms of this Privacy Policy.

If you have previously accepted this Privacy Policy and no longer accept all of the terms for any reason, you must inform Optinum (Pty) Ltd that you no longer accept this Privacy Policy.

Information Collected

- **Personal information** relates to information that can be used to identify you individually, including employment details. Your personal information that is collected and used may include your name, title, contact details (email address, telephone numbers and postal address), job position, department, photograph and transactional information (for example email correspondence with Optinum (Pty) Ltd).
- **Related information** relates to information that cannot be used to identify you individually but is associated with you, for example your company's details. Your related information that is collected and used may include your company's name, registration number, VAT number, contact information (email address, telephone numbers and postal & street address, web address), logo and characteristics (for example industry sector, annual revenue if available/provided, geographic 'foot-print' and company size in terms of the number of employees).
- **Non-personal information** relates to information that cannot be used to identify you individually but is generated during your interactions with Optinum (Pty) Ltd and cannot be directly linked to you. Your non-personal information that is collected and used may include historical or statistical data which has been aggregated, information about your computer (for example its IP address, web browser, operating system) used to access the Optinum (Pty) Ltd website, the dates & times the website was accessed and which web pages were viewed.

Methods used to Collect Your Information

- Information is collected from you when you **browse the Optinum (Pty) Ltd website** and **submit information using a website form**.
- Information is collected from you during **direct interactions with Optinum (Pty) Ltd**, for example with any communications via emails, telephone calls, instant messaging services or social media platforms.
- Information may be collected about you through **specific research or marketing analysis using publicly available information sources**, for example social media forums such as Facebook, LinkedIn, business directories or company websites, where you have already posted or shared information publicly. It is assumed that you have provided consent for this information to be shared publicly with the respective third parties and Optinum (Pty) Ltd is therefore not specifically required to obtain your consent to collect this information.
- **Cookies** may also be used to store your preferences and to personalise your experience when interacting with the Optinum (Pty) Ltd website.

How Your Information is Used

Optinum (Pty) Ltd will use your information to:

- Provide you with the **Optinum (Pty) Ltd products and services** that you have requested or purchased.
- **Inform you of content, services, promotions and offers** which you may be interested in.
- Provide you with the required **customer support**, as well as **responding to and resolving any queries** you may have.
- **Confirm your identity** if a request for your information is made to Optinum (Pty) Ltd and to therefore protect your information from unauthorised third parties.
- Let you know about any **changes to the Optinum (Pty) Ltd products and services or this Privacy Policy**.
- Satisfy any **security, administrative or legal requirements**.

Sharing Your Information

- Your information may be shared with **Optinum (Pty) Ltd's service providers**, so that Optinum (Pty) Ltd is able to provide the products and services that you have requested or purchased. These service providers have either agreed to comply with this Privacy Policy or entered into a Non-Disclosure Agreement with Optinum (Pty) Ltd to ensure your information is protected.

- In cases where it is necessary for you submit information to Optinum (Pty) Ltd via a **third party website or service** (for example Facebook, Instagram, WhatsApp, LinkedIn, Twitter, Bitrix24, etc), you are responsible to read and agree to that third party's privacy policy, as well as this Privacy Policy.
- In cases where it is necessary for you or Optinum (Pty) Ltd to submit your information to a **third party to acquire their products or services** which are in turn necessary for Optinum (Pty) Ltd to provide its products and services to you (for example Bitrix24, Twilio, Google Drive/Cloud/Docs/Sheets/etc, Amazon Web Services, etc), you are responsible to read and agree to that third party's privacy policy, as well as this Privacy Policy.

Protecting Your Information

- Optinum (Pty) Ltd takes **reasonable technical and organisational measures** to maintain the integrity of your information. These measures will be periodically reviewed and improved as necessary.
- **Only authorised access** will be allowed to your information on a **'need-to-know' basis**.
- Optinum (Pty) Ltd will take the **necessary actions required by law to address actual data breaches** and as far as possible notify you of the data breach.
- If you are issued with a password to use to protect your data during transmission to or for the storage with Optinum (Pty) Ltd, it is **your responsibility to make sure it is a 'strong password', it is only known by you and that it is changed from time to time**.
- Unfortunately the information transmission over the Internet and its electronic storage **cannot be 100% guaranteed** and therefore the **risk of any losses or damages due to a data breach remains with you**.

Your Rights

- You have the **right to provide or withdraw your consent** for the collection and use of your information by Optinum (Pty) Ltd. Withdrawing your consent is only effective from the date it is withdrawn and may affect how Optinum (Pty) Ltd can provide you with products and services.
- You have the **right to access** the information kept by Optinum (Pty) Ltd and you can request details of this information by contacting Optinum (Pty) Ltd. When requesting access to your information, proof of your identity will be required in order to protect your information.
- You have the **right to update or change** your information that is held by Optinum (Pty) Ltd. As far as reasonably possible, Optinum (Pty) Ltd will keep your information up to date and accurate.
- You have the **right to request deletion** of your information held by Optinum (Pty) Ltd. Optinum (Pty) Ltd will periodically delete any of your information that is no longer needed for the reason it was originally collected.

Changes to the Privacy Policy

- From time to time Optinum (Pty) Ltd will update or make changes to this Privacy Policy. You will be able to review changes to the policy on the Optinum (Pty) Ltd website.
- As far as reasonably possible, you may be notified via email or with a notification when you access the Optinum (Pty) Ltd website when the Privacy Policy has been changed.
- You should also periodically review this Privacy Policy and if you don't accept the updated Privacy Policy, you may exercise your right to withdraw your consent.

Our Contact Information

- Any queries regarding this Privacy Policy can be sent to Optinum (Pty) Ltd via email to **privacy@optinum.net** or by post to **P.O. Box 1979, Link Hills, 3652, Durban, KZN, South Africa**.