

# PRIVACY POLICY

Last updated: (date)

## 1. Introduction

- 1.1 Thoughtsmiths respects your privacy and is committed to upholding your rights and protections under the Protection of Personal Information Act 4 of 2013 (“POPI”). We use your information to provide and improve upon our Services. This privacy policy describes how we may do so. By making use of our Services, you agree to the collection and use of information in accordance with this policy.
- 1.2 We may revise this policy from time to time. Newer versions are indicated by the “last updated” date in the heading and are effective from the date of posting on our website. Continuing to make use of our Services after a revised policy becomes effective shall signify your agreement to observe the revised policy.

## 2. Definitions and Interpretation

- 2.1 “Personal Information” means information relating to an identifiable, living, natural person or identifiable, existing juristic person (such as your name, email address, and phone number) and includes all information as defined in POPI, available at <https://www.gov.za/documents/protection-personal-information-act>;
- 2.2 “Processing” means, amongst others, the collection, receipt, use, distribution, storage, and/or destruction of Personal Information, as more fully defined in POPI;
- 2.3 “Services” means any services offered by Thoughtsmiths from time to time and shall include but not be limited to access to or use of any website and/or training portal owned by or licensed to Thoughtsmiths, including <https://www.thoughtsmiths.co.za>;
- 2.4 “Thoughtsmiths”, “we” or “us” means Thoughtsmiths (Pty) Ltd registration number 2012/137172/07, a registered private company having its principal place of business at 11 Jeffcoat Avenue, Bergvliet;
- 2.5 “You” or the “user” means any person who accesses and browses this website for any purpose.

## 3. Processing of Personal Information

- 3.1 By providing your Personal Information to us you acknowledge that it has been collected from you directly and you consent to its processing by us, in accordance with the following principles:

- 3.1.1 We 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 may include to provide and maintain our Services, to manage your unique user account, to perform an agreement with you, to contact you, to provide you with news and information, and/or to manage your requests, amongst others.
- 3.1.2 We 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.
- 3.1.3 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 we are permitted in terms of national legislation of general application dealing primarily with the protection of Personal Information.
- 3.1.4 We will keep records of all Personal Information collected and the specific purpose for which it was collected for a period of three (3) years from the date on which it was last used.
- 3.1.5 We may share your Personal Information with our service providers appointed by us to facilitate or provide a portion of our Services and who have agreed to be bound by this policy. We will not otherwise disclose any Personal Information relating to you to any third party unless (i) your prior written agreement is obtained or (ii) we are required to do so by law or in response to a valid request by a public authorities or (iii) we believe in good faith that such action is necessary in order to comply with a legal obligation, protect or defend our rights or property, prevent or investigate possible wrongdoing in connection with our Services, protect the personal safety of Users of the Services or the public, or protect against legal liability.
- 3.1.6 We will destroy or delete any Personal Information that is no longer needed by us for the purpose it was initially collected, or subsequently processed, unless we are required to retain it to comply with applicable laws, resolve a dispute or enforce a legal right.
- 3.2 Note that, as permitted by the Electronic Communications and Transactions Act 25 of 2002, we may use Personal Information collected to compile profiles for statistical purposes, however no information contained in such profiles or statistics will be capable of being linked to any specific user.

#### **4. Collection of anonymous data**

- 4.1. We may use standard technology to collect information about the use of our website and/or training portal. This technology is not able to identify individual users but simply allows us to collect statistics.
- 4.2. We may utilise temporary or session cookies to keep track of users' browsing habits. A cookie is a small file that is placed on your hard drive in order to keep a record of your interaction with this website and facilitate user convenience.
  - 4.2.1 Cookies by themselves will not be used to identify users personally but may be used to compile identified statistics relating to use of services offered or to provide the LSSA with feedback on the performance of this website.
  - 4.2.2 The following classes of information may be collected in respect of users who have enabled cookies: your browser type and version used; your mobile device type, ID and operating system; your device's IP address; date and time of visiting the website; URLs of internal pages visited; referrers; information sent by your browser; and diagnostic data.
- 4.3 If you do not wish for cookies to be employed to customize your interaction with our website and/or training portal, it is possible to alter the manner in which your browser handles cookies. Please note that, if this is done, certain services on our website and/or training portal may not be available. In particular, some cookies are essential to authenticate any unique account created for you on our website and/or training portal and to prevent fraudulent use of such account.

#### **5. Security**

- 5.1 We take reasonable, commercially acceptable measures to ensure the security and integrity of Personal Information submitted to or collected by us.
- 5.2 No method of transmission or of storage can offer absolute security. While we strive to protect your Personal Information, we cannot guarantee its absolute security, and cannot under any circumstances be held liable for any loss or other damage sustained by you as a result of unlawful access to or dissemination of any Personal Information by a third party.

**6. Links to other websites**

- 6.1. Our Services may contain links to other websites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the privacy policy of every site you visit.
- 6.2 We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

**7. Queries**

If you have any queries about this privacy policy, please contact us by emailing [admin@thoughtsmiths.com](mailto:admin@thoughtsmiths.com).