

## SECTION 1 – DATA COLLECTION

### How We Collect Information

To the extent permissible under applicable law, we collect information about you and any other party whose details you provide us when you :

- Register to use our services. This may include your name, address, email address, and telephone number. We may also ask you to provide additional information about yourself and your preferences.
- Complete online forms (including call-back requests), take part in surveys, enter any competitions or prize draws, download any information, or participate in any other interactive areas that appear on our website or within our services.
- Interact with us using social media.
- Provide your contact details to us when accessing or registering to use any websites, applications, or services we make available, or when you update those details.
- Contact us offline, for example, by telephone, WhatsApp, SMS, email, or post.
- What We Do with Your Information
- When you interact with our site, as part of the online communication process, we collect the personal information you give us such as your name, phone number, and email address.
- When you browse our site, we may also automatically receive and store certain personally non-identifiable information (“Log Data”). This Log Data includes your computer’s internet protocol (IP) address, browser type, the domain from which you are visiting, the site pages you visit, the search terms you use, and any advertisements on which you click. This information helps us learn about your browser and operating system. We use Log Data to provide you with the services and to monitor and improve the use of our services.

Email marketing (if applicable): With your permission, we may send you emails about our site, new products or services, our company, and other updates.

To the extent permissible under applicable law, we use your information to :

- Provide any information and services that you have requested.
- Manage our relationship with you (e.g., via customer services and support activities).
- Monitor, measure, improve, and protect our content, website, applications, and services, and provide an enhanced, personal user experience for you.
- Undertake internal testing of our website, applications, systems, and services to improve their security and performance. In these circumstances, we anonymise any information used.
- Provide you with any information that we are required to send you to comply with our regulatory or legal obligations.
- Detect, prevent, investigate, or remediate crime, illegal, or prohibited activities, or to otherwise protect our legal rights (including liaison with regulators and law enforcement agencies for these purposes).
- Contact you to find out if you would like to take part in any of our further customer research (e.g., feedback on your use of our applications, products, and services).

- Monitor, carry out statistical analysis, and benchmarking, provided that in such circumstances, it is on an aggregated basis, which will not be linked back to you or any living individual.
- Deliver targeted advertising, marketing (including in-product messaging), or information to you, which may be useful to you, based on your use of our applications and services.
- Deliver joint content and services with third parties with whom you have a separate relationship (e.g., social media providers).
- Provide you with location-based services (e.g., advertising and other personalised content), where we collect geo-location data.

## **SECTION 2 – CONSENT**

### How We Get Your Consent

When you provide us with personal information via one of our online touchpoints (such as a web form, platform input, lead form, social lead), you consent to our collecting it and using it only for the reason for which you sent us your information.

Where we ask for your personal information for a secondary reason, like marketing or research, we will either ask you directly for your expressed consent or provide you with an opportunity to say no.

### How to Withdraw Your Consent

If you change your mind after you have opted in, you may withdraw your consent for us to contact you, collect more information, use, or disclose your information, at any time, by contacting us at:

Email: [info@afrimarkdigital..com](mailto:info@afrimarkdigital..com)

Telephone number: 076 986 7808

## **SECTION 3 – DISCLOSURE**

We may disclose your personal information if we are required to do so by law or if you violate our general terms and conditions.

## **SECTION 4 – THIRD-PARTY SERVICES**

In general, the third-party providers used by us will only collect, use, and disclose your information to the extent necessary to allow them to perform the services they provide us.

For these providers, we recommend that you read their privacy policies, so you can understand how your personal information will be handled by these providers.

We may share your information with third-party platform providers (such as Facebook, LinkedIn, Google, Instagram, Hootsuite, Pinterest, and Twitter) to serve targeted advertising/content to you via the relevant third-party platform, based on your profile/interests. Your information is used by the third-party platform provider to identify your account and serve advertisements to you. You can control what advertisements you receive via the privacy settings on the relevant provider's platform and you should consult the third party's help/support center for more information.

Once you leave our website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's terms and conditions.

### Links

When you click on links on our site, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

## **SECTION 5 – SECURITY**

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered, or destroyed.

We keep your information secure by taking appropriate technical and organizational measures against its unauthorized or unlawful processing and against its accidental loss, destruction, or damage. We do our best to protect your personal information, but we cannot guarantee the security of your information if it is transmitted to our website, applications, or services, or to other websites, applications, and services, via an internet or similar connection.

If you provide us with your personal information, the information is encrypted using secure socket layer technology (SSL). Although no method of transmission over the internet or electronic storage is 100% secure, we follow and implement additional generally accepted industry standards.

## **SECTION 6 – COOKIES**

Cookies are small text files that are transferred from our websites, applications, or services and stored on your device. We use cookies to provide you with a more personalised service and to help make our websites, applications, and services better for you.

Our cookies may be:

- Session cookies: temporary cookies that identify and track users within our websites, applications, or services and are deleted when you close your browser or leave your session in the application or service, or
- Persistent cookies: cookies that enable our websites, applications, or services to "remember" who you are and to remember your preferences within our websites, applications, or services and that will stay on your computer or device after you close your browser or leave your session.
- We use the following types of cookies:
- Strictly Necessary Cookies: These are cookies that are needed for our websites, applications, or services to function properly.
- Performance Cookies & Analytics Technologies: These cookies collect information about how visitors and users use our websites, applications, and services. For instance, it can gather information about which functionality visitors use most often and if they get error messages from areas of the websites, applications, or services. These cookies don't collect information that identifies a visitor or user. All information these cookies collect is aggregated and therefore anonymous. We only use these cookies to improve how our website, applications, and services work.
- Functionality Cookies: These cookies allow our websites, applications, and services to remember choices you make (such as your user name, language, or the region you are in) and provide enhanced, more personalised features. They may also be used to provide services you have asked for. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.
- Targeting or Advertising Cookies: These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement and help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operators' permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often, targeting or advertising cookies will be linked to site functionality provided by the other organisation.
- Web Beacons & Parameter Tracking: We also use cookies and similar software known as web beacons to count users who have visited our website after clicking through from one of our advertisements on another website or in emails. These web beacons collect limited information and do not identify particular individuals. It is not possible to refuse the use of web beacons. However, because they are used in conjunction with cookies, you can effectively disable them by setting your browser to restrict or block cookies.

## SECTION 7 – CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

## SECTION 8 – QUESTIONS & CONTACT INFORMATION

If you would like to access, correct, amend, or delete any personal information we have about you, register a complaint, or simply want more information, contact our Privacy department as follows:

# Contact Us

**Info & Inquiries:** [info@afrimarkdigital.com](mailto:info@afrimarkdigital.com)

**Services:** [info@afrimarkdigital.com](mailto:info@afrimarkdigital.com)

**Whatsapp:** 076 986 7808

**Website:** [www.afrimarkdigital.com](http://www.afrimarkdigital.com)

