



## PRIVACY POLICY

### **In accordance with the Protection of Personal Information Act 4 of 2013**

Lence Interiors (Pty) Ltd. (Registration number: 2022/472211/07) ("Lence Interiors") adheres to the highest standards of security and transparency when processing and protecting your personal information. This refers to your personal information, as defined below, which is collected when you use our website, social media pages or any services as provided by Lence Interiors ("Services").

The purpose of this Privacy Policy is to inform you on how we as Lence Interiors process your personal information, in accordance with the requirements of the Protection of Personal Information Act 4 of 2013 ("POPIA").

We trust that this Privacy Policy will provide some clarification on the processing of your personal information as obtained during the course of your business relationship with us.

We wish to assure our users, suppliers and stakeholders that the privacy of your personal information is of the utmost importance to us and that all reasonable precautions have been put in place to ensure it is properly safeguarded.

#### Personal Information is defined as:

- *'Information about the user that is personally identifiable like the user's name, address, date of birth, age, gender, email address, company name, company registration number, contact details, phone number(s) and other unique information such as service preferences and contact preferences that are not otherwise publicly available.'*

#### The aforementioned definition includes but is not limited to:

- Race, gender, sex, pregnancy, marital status, national or ethnic origin, colour, sexual orientation, age, physical or mental health, disability, religion, conscience, belief, culture, language and birth of person;
- Information relating to the education or medical, financial, criminal or employment history of the person;
- Any identifying number, symbol, email address, physical address, telephone number, location information, online identifier or other particular assignment to the person;
- Biometric information of the person;

- The personal opinions, views or preferences of the person;
- Correspondence sent by the person that is implicitly or explicitly of a private or confidential nature or further correspondence that would reveal the contents of the original correspondence;
- The views or opinions of another individual about the person;
- The name of the person if it appears with other personal information relating to the person or if the disclosure of the name itself would reveal information about the person;
- Some other sensitive or special categories of personal information, including biometric information mentioned above, such as images, fingerprints and voiceprints.

### **WHAT INFORMATION IS COLLECTED:**

We specifically collect the following information from our customers and suppliers:

- Identifiers and Contact Details: Name, surname, identity/passport/registration numbers, contact details (telephone numbers, email and physical addresses).
- Financial Information: Bank account details, credit card information, credit history, tax information.
- Location Information: Physical location tracking (GPS data), residential address, work address.

### **HOW DO WE USE THE PERSONAL INFORMATION THAT IS COLLECTED:**

The main objective of the collection of your Personal Information will be for the purposes of the business relationship and in order for Lence Interiors to provide you with the Services as requested.

We will use your personal information for:

1. The purposes for which it was collected and agreed with you in terms of the requested service;
2. To gather contact information;
3. To confirm and verify your identity or to verify that you are an authorised user for security purposes;
4. For the detection and prevention of fraud, crime, money laundering or other malpractice;
5. To conduct market or customer satisfaction research or for statistical analysis;
6. For audit and record keeping purposes; and/or
7. For reasons pertaining to possible and necessary legal proceedings.

## **HOW DO WE STORE YOUR PERSONAL INFORMATION:**

- We utilise electronic/ digital document storage methods.
- We comply with the required due diligence which entails that only authorised personnel have access to the Personal Information, our security systems are updated and sufficient (antivirus protection) to prevent any electronic breaches and to minimise the risk of cyber-attacks.
- Our records are retained only as long as they are needed for business or archival purposes, or to satisfy legal requirements and they are destroyed once the information and records are no longer needed.

## **VOLUNTARY, EXPLICIT AND INFORMED CONSENT:**

- The Personal Information is directly obtained from you and with your explicit and informed consent when you elect to proceed to request a service from Lence Interiors or utilise our website and engage on our social media pages.
- Where you provide any Personal Information on behalf of a third party you confirm that you have obtained the necessary informed and explicit consent from the said third party in order to do so, whereby indemnifying Lence Interiors against any liability or claims from such third party.
- Our services are available for adults above the age of 18 years. We therefore do not knowingly process the Personal Information of any minors, without the explicit consent of a parent or guardian. Should we become aware of any Personal Information of a minor which has been obtained without the necessary consent, the relevant Personal Information will be removed from our records and database.

## **CONSENT FOR THE DISCLOSURE OF INFORMATION**

When you elect to request a service from Lence Interiors or utilise our website and engage on our social media pages you also provide your explicit consent for us to disclose your Personal Information to our service providers who are involved in the delivery of products or services to you.

The following instances include, but are not limited to:

- Business transfers: Should we at any stage undergo a restructuring, merger or sale, or other transfer of assets, we will transfer information, including Personal Information to the receiving third party. This will only be done with the understanding and undertaking that the receiving third party agrees to respect your Personal Information in a manner that is consistent with our Privacy Policy.
- Partners and Service Providers: As stated above we engage with various service providers who are involved in the delivery of services or products to you

as the user. Due to this relationship the aforementioned service providers will become privy to your Personal Information.

- We have taken the necessary steps by verifying the POPIA compliance of our service providers and we have concluded the agreements, where applicable, which ensure that they comply with the privacy standards and protocols of Lence Interiors to ensure your Personal Information is sufficiently safeguarded.

#### **THE USE OF COOKIES / WEB BEACONS / LOG FILES / RESETTABLE DEVICE IDENTIFIERS:**

- Our website may use automatic systems of data collection, such as cookies, web beacons, log files and resettable device identifiers (“automatic system data”).
- These automatic system data collection methods do not contain intelligible information but allow linking between you and your personal information, such as your IP address and other information about your experience on our website and social media pages.
- We process automatic system data in a collective and anonymous way in order to optimise our website for the needs and preferences of its users.
- The information and data is gathered automatically and is primarily used for us to assess user movements on our website and social media pages with the purpose of improving the overall user experience.
- We do wish to specifically advise you of the use of advertising cookies and resettable device identifiers as these tools collect information about the user and the users use of our website, and other apps or websites, your response to email prompts and ads in order to determine what is relevant to you as the user.
- We do disclose and/or sell this automatic system data to our partners and third party service providers who in turn can utilise the automatic system data to provide you with more user specific content, advertising and services.
- Should you wish to manage your Cookies you can do so manually through your Internet Browser.

#### **THE SECURITY OF THE COLLECTED INFORMATION:**

- We have taken every reasonable precaution to ensure that the collected information is safely stored and that no unauthorised access and use of Personal Information will be permitted.
- In the unlikely event of a use specific breach, Lence Interiors will contact all effected parties directly and we will implement our incident response plan in order to mitigate the effects of the breach.

- We impose appropriate security, privacy and confidentiality obligations on our service providers to ensure that your personal information is kept secure and is treated with the same level of protection as we are obliged to.

#### **LINKS TO OTHER WEBSITES:**

- Our website may contain hyperlinks to websites that are not owned or operated by us.
- These hyperlinks are provided for your convenience.
- We are not responsible for their data or privacy practices and therefore urge you to review any privacy policies on any site you visit before disclosing any Personal Information.

#### **YOUR RIGHT TO ACCESS THE INFORMATION:**

- You have the right to request a copy of the Personal Information which we have collected from you at any stage.
- In order to obtain this information you can contact us on the relevant contact details as provided herein.
- Upon which request the appointed Information Officer will provide you with the statutory form for completion, verify your identity and/or authority to ensure a secure disclosure and provide you with the requested information within a reasonable time.

#### **AMENDMENT OF INFORMATION:**

- You are also entitled to request that your Personal Information is amended, deleted or your consent for the processing of same to be withdrawn at any time.
- In order to action such requests you can contact us on the relevant contact details as provided herein.
- Upon which request the appointed Information Officer will provide you with the statutory form for completion, verify your identity and/or authority ensure a secure disclosure and action the amendment within a reasonable time.

#### **WARRANTIES:**

- While we assure our users that we take every reasonable step possible to adequately safeguard their Personal Information we do not provide any warranties and/or representations that a breach might not occur.
- However in the unlikely event of a breach we undertake to timeously communicate this to our users, in a method at our discretion, and implement our incident response plan to mitigate any possible risks or damages.

### **AMENDMENTS TO THE PRIVACY POLICY:**

- We may be required to review and amend this Privacy Policy from time to time and reserve the right to do so without formal individual notice to each user.
- However, we will notify our users via a notice on our social media pages and you are advised to review the social media pages and our Privacy Policy periodically for any changes in this regard.

### **CONTACT US:**

We are committed to protecting your privacy and to ensure that your Personal Information is collected and used properly, lawfully and transparently.

However, should you have any queries or concerns regarding our Privacy Policy feel free to contact us in writing.

The relevant details are as follows:

Full name of legal entity: Lence Interiors (Pty) Ltd

Information Officer: Rene Licence

Email: [info@lenceinteriors.co.za](mailto:info@lenceinteriors.co.za)

**BY ORDER OF THE MANAGEMENT – LENCE INTERIORS (PTY) LTD**