**PRIVACY POLICY**

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**WHAT IS PERSONAL INFORMATION?**

Personal information is any information relating to an identifiable, living individual or business. It includes, but is not limited to:

* Identifiers such as: a name, identity number, staff number, account number, tax number, physical address or any other used to identify a person.
* Demographic information such as: race; gender; pregnancy; marital status; nationality; ethnic or social origin; colour; sexual orientation; age; physical or mental health or well-being; disability; religion; conscience; belief; culture; and language.
* Financial information such as: bank and other account numbers, bank statements; salary information; financial statements.
* Background information such as: education; financial; employment, medical or criminal history.
* Biometric information: this refers to techniques of identification that is based on physical, physiological, or behavioural characterisation such as blood type, fingerprints, DNA analysis and voice recognition.
* A person’s personal opinions, views, and preferences.
* Correspondence sent by the person that is of a private or confidential nature and any further correspondence that would reveal the contents of the original correspondence.

**How does this policy apply to?**

To all customers, suppliers, service providers and employees.

**Legal bases which allow us to use your personal data**

The following sets out more detailed explanations of the bases we rely on to collect and process your personal data:

Consent: If you visit our site and are not an existing customer, we might ask for your consent to process your data.

Contractual obligations: Our primary use of this basis is when you purchase our products. In this situation it is necessary for us to process your personal data to fulfil your order and send your goods to you.

Legal compliance: In some circumstances, we may be legally required to collect and process your data e.g.to pass it on to the police if criminal activity is suspected.

Legitimate Interest: It may be necessary to use your data to help us run our business. For example, to action any changes to your account that you request, or to personalise the services we provide - with the aim of improving your customer experience.

**How we collect personal information?**

We may collect personal information from you in a variety of ways, including, but not limited to, directly from you, when you visit our offices or website, Join our Facebook group or WhatsApp groups, place an order, subscribe to the newsletter, respond to a survey, fill out a form or application, participate in business related activities, services, features or resources we make available Images of you (including CCTV footage from our premises). Personal information you put on social media. Interactions with us for instance through contacting our sales team (calls may be recorded).

**How we use collected information**

To respond to your queries, refund requests and complaints.

To keep a record of when and why you contact us and to keep your contact details up to date.

For statistical, analytical or survey purposes - so we can improve our websites and the services we offer you.

Where you are an existing customer (or you have otherwise given us your data) and have not opted out, or where you have consented, we use your data to send you information about our business and products we think you might like and to notify you of products or special offers that may be of interest to you.

To process your application when you enter a competition promotion or prize draw.

We may collect and use your personal information for any legitimate business purposes relating to our services and/or business activities:

To provide products or services, arrange for delivery and provide you with invoices and/or order confirmations, communicate with you.

It may also be used to respond to your inquiries, questions, and/or other requests.

To follow up quotation or for after sale to improve our service.

To process your payments and refunds (including to ensure secure payment and prevent fraud).

Conducting reference searches or verification, confirming and verifying your identity or for security purposes and auditing and record keeping requirements.

Information you provide helps us respond to your customer service requests and support needs more efficiently and to personalize your experience and improve our website.

We may use feedback you provide to improve our products and services.

If you decide to opt-in to our mailing list or Facebook group, you may receive communication that may include company news, updates, promotions, surveys, related product or service information, etc. If at any time you would like to unsubscribe from receiving future emails, you may do so by sending a mail.

**How long do we keep your personal data for?**

Specific retention periods have been defined, we only keep your personal data for as long as is necessary for the purpose for which it was collected (subject to any legal, regulatory or business requirements).

**How we protect your information**

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored. We will continuously review our security controls and processes to ensure that your personal information is secure.

We do not sell, trade, or rent your personal identification information to others. We may use third party service providers to help us operate our business and website or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes if you have given us your permission.

**WHAT ARE COOKIES?**

Cookies are simple text files that are stored be your computer or mobile device by a website server. Each cookie is unique to your web browser. It will contain some anonymous information such as a unique identifier, websites domains name and some digits and numbers.

**WHAT TYPE OF COOKIES DO WE USE?**

*Necessary cookies*

Necessary cookies allow us to offer you the best possible experience when accessing and navigating through our website and using its features. For example, these cookies let us recognize that you have created an account and have logged into that account to access the content.

*Functionality cookies*

Functionality cookies let us operate the site in accordance with the choices you make. For example, we will recognize your username and remember how you customized the site during future visits.

*Analytical cookies*

These cookies enable us and third-party services to collect aggregated data for statistical purposes on how our visitors use the website. These cookies do not contain personal information such as names and email addresses and are used to help us improve your user experience of the website.

**HOW TO DELETE COOKIES**

If you want to restrict or block the cookies that are set by our website, you can do so through your browser setting. Alternatively, you can visit www.internetcookies.org, which contains comprehensive information on how to do this on a wide variety of browsers and devices. You will find general information about cookies and details on how to delete cookies from your device.

**Changes to this privacy policy**

We may update this Privacy Policy from time to time to reflect for example, changes to our practices or for other operational, legal, or regulatory reasons. When we do, we will revise the updated date at the bottom of this page and keep an updated policy on our website (www.ficksementwerke.co.za). We encourage you to frequently check this website for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

**WHAT ARE YOUR RIGHTS**

Right to rectification. - You have the right to correct any information we store which might be incorrect, incomplete or out of date. Right to restrict processing. - If we are processing your personal data based on our legitimate interest, you have the right to ask us to stop. Right to object. - You have the right at any time to stop us sending you marketing material. Right of access. - You have the right to ask us what data we hold which concerns you. Right to be informed. - This Privacy Policy together with our Cookies Policy satisfies your right to be informed about the collection and use of your personal data. Right to erasure. - You have the right to obtain from us the erasure of your personal data when the processing is based on your consent and such consent is withdrawn. The above rights may be limited in some circumstances, for example, if fulfilling your request would reveal personal information about another person, if you ask us to delete information which we are required to have by law, or if we have compelling legitimate interests to keep it. We will let you know if that is the case and will then only use your information for these purposes.

**CONTACT US**

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