

PRIVACY POLICY

(*directchoice*'s policy regarding privacy)

Version number: V1.2

INTRODUCTION

directchoice respects the privacy of each Visitor. *directchoice* has established this Privacy Policy to explain how Data is collected by *directchoice*, and how this Data is used and disclosed.

directchoice takes the protection of Personal Information very seriously. *directchoice* may process (for example, collect, use or disclose) Personal Information only as described in this Privacy Policy.

DEFINITIONS AND INTERPRETATION

Words defined or assigned a meaning in the Terms will have that meaning in this Privacy Policy, unless the context clearly indicates otherwise. For purposes of this Privacy Policy: "**Data**" means any data (including Personal Information) provided to *directchoice* by a Visitor; and "**Personal Information**" means any Data or information about an identifiable Visitor and may include an ID number, a contact number, a street address, or email address.

COLLECTION

Collection on use. Once a Visitor visits this web site, a Visitor is not anonymous to *directchoice*. When visiting, Data of yours may be either collected by *directchoice* or provided by Visitor.

directchoice may also record the IP address of a Visitor when adding Data.

Children. *directchoice* does not intentionally gather Personal Information about Visitors who are under the age of 13.

Collection from browser. *directchoice* automatically receives and records information on *directchoice*'s server logs from the browser of a Visitor, including an IP address, *directchoice* cookie information, and the page requested. Each Visitor should be aware that other web sites visited before entering the web site might place Personal Information within a URL of a Visitor during a visit to it, and *directchoice* has no control over such web sites. Accordingly, a subsequent web site that collects URL information may log some Personal Information.

USE

Providing a quote. The Visitor gives *directchoice* permission to utilise and release Personal Information supplied by the Visitor where it is required to process and finalise any quotation requested by the Visitor.

Messages and updates. *directchoice* may send administrative messages and email updates to a Visitor regarding the web site. In some cases, *directchoice* may also send a Visitor primarily promotional messages. A Visitor can choose to opt-out of promotional messages.

Cookies. Personal Information may be used to improve the web site. *directchoice* may use cookies to save the session validators of a Visitor on its browsers and hard drives, and may use cookies to provide a tailored web site. IP addresses also help *directchoice* to diagnose problems with and to administer the web site.

DISCLOSURE

Providing a quote. All Personal Information provided by the Visitor will be held by *directchoice* on a confidential basis and will only be made available to third parties by *directchoice* where required for the purposes of providing a quotation requested by the Visitor.

No selling. *directchoice* will not sell, share, or distribute Personal Information. No Personal Information may be disclosed to anyone except as provided in this Privacy Policy.

Marketing purposes. *directchoice* may disclose aggregate statistics (information about the customer population in general terms) about the Data to advertisers or business partners.

Third party supplier or agents. *directchoice* may need to provide Data to a third party supplier (such as hosting services, or support services). Each third party supplier is required to only disclose or use the Data for the purpose for which it was disclosed.

Law enforcement. *directchoice* may disclose Data if required: by a subpoena or other judicial or administrative order by law; to protect the safety of any individual or the general public; to prevent violation of the Terms, or the rights of *directchoice* or any third party. An IP address may be disclosed to a third party: if the law or a legal process requires it; to protect the rights or property of *directchoice*, a Visitor, or the general public.

Affiliates. *directchoice* may share Data with an Affiliate, in which case *directchoice* will seek to require the Affiliates to honour this Privacy Policy.

Change of ownership. If *directchoice* undergoes a change in ownership, or a merger with, acquisition by, or sale of assets to, another entity, *directchoice* may assign its rights to the Data it processes to a successor, purchaser, or separate entity. *directchoice* will disclose the transfer on the web site. If a Visitor is concerned about its Data migrating to a new owner, the Visitor may request *directchoice* to delete its Data.

Employees. *directchoice* may need to disclose Data to its employees that require the Data to do their jobs.

Abuse. *directchoice* may disclose Data to designated third parties to resolve or investigate abuse complaints. *directchoice* may release Data to assist in attempting to block an abusive Visitor or complain to its Internet Service Provider of an abusive Visitor.

SECURITY OF DATA

directchoice uses some of the most advanced security measures to protect the Data under its control. All Data is safe, secure, and available only to the Visitor and those to whom Visitor has granted permissions. In addition, the web site is hosted in a secure server environment that uses a firewall and other advanced security measures to prevent interference or access from outside intruders.

UPDATING OR REMOVING

A Visitor may choose to correct or update the Data they have submitted to *directchoice*, by notifying *directchoice* via phone 0860 111 542 or email info@directchoice.co.za .

UNAUTHORISED USE

Any unauthorised use of *directchoice* information systems is a violation of the Terms and certain laws, including the section 86 of the ECT Act. Such violations may subject the person to civil and criminal penalties.

INTERCEPT AND MONITOR

directchoice may intercept, monitor, block, filter, read, delete, and disclose any communication over its information system.

LIMITATION

directchoice is not responsible for, gives no warranties, nor makes any representations in respect of the privacy policies or practices of linked or any third party web sites.

TRANSFER ACROSS BORDERS

directchoice may transmit or transfer Personal Information outside the resident jurisdiction of the Visitor and therefore across borders. Personal Information may be stored on servers located in another country where laws protecting Personal Information may not be as stringent as the laws in the jurisdiction of the Visitor. Personal Information may be processed by *directchoice* in the country where it was collected, as well as other countries where laws regarding processing of Personal Information may be less stringent.

ENQUIRIES

If anyone has any questions or concerns arising from this Privacy Policy or the way in which *directchoice* handles Personal Information, please contact *directchoice*.

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