

Uppe Marketing (Pty) Ltd Privacy Notice

Introduction:

This Notice explains how we obtain, use and disclose your personal information, in accordance with the requirements of the Protection of Personal Information Act 4 of 2013 (“POPIA”).

Uppe Marketing (Pty) Ltd (including the website: www.uppe.co.za) are committed in protecting your privacy and ensuring that your personal information is collected and used properly, lawfully and transparently.

Who we are:

Uppe Marketing is a Brand and Communication agency. At Uppe Marketing we transcend ideas, words and images into something original and creative, adding value to your brand, making it sustainable and relevant. We create and develop brand strategies that are innovative, differentiated, appealing, and future-proof to help clients find their identity, get to know their brand core and guide them in decision making on every level. Uppe Marketing follows a 360 integrated approach to create synergy between various marketing platforms.

The type of personal information we collect:

We collect the following information, including, but not limited to:

- a.) Information related to the race, gender, sex, pregnancy, marital status, national, ethnic or social origin, colour, sexual orientation, age, physical or mental health, well-being, disability, religion, conscience, belief, culture, language and birth of the person;
- b.) Information related to the education or medical, financial, criminal or employment history of the person;

- c.) Any identifying number, symbol, e-mail address, physical address, telephone number, location information, online identifier, or other particular assignment to the person;
- d.) The access control information of the person;
- e.) The personal opinions, views or preferences of the person;
- f.) 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;
- g.) The views or opinions of another individual about the person;
- h.) 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.

Information you provide us:

- Directly from you;
- Based on your use of our products, services;
- Based on how you engage or interact with us, such as on social media, and through e-mails, letters and telephone calls;
- Use of our website.

We collect and process your personal information mainly to contact you for the purposes of understanding your requirements and delivering services accordingly. For this purpose, we will collect contact details including your name and organisation.

We collect information directly from you where you provide us with your personal details. Where possible, we will inform you what information you are required to provide us and what information is optional.

Website usage information may be collected using “cookies” which allows us to collect standard internet visitor usage information.

How we get the personal information and what we use it for:

Most of the personal information we process is provided to us directly by you for one of the following reasons:

We will use your personal information only for the purposes it was collected for and agreed to by both parties. In addition, where necessary, your information may be retained for legal or user experience optimisation purposes, enabling us to provide you with an enhanced marketing experience at Uppe Marketing.

Contact information is gathered:

- To confirm and verify your identity or to verify that you are an authorised user for security purposes;
- For the detection and prevention of fraud, crime, money laundering or other malpractice;
- To conduct market or customer satisfaction research or for statistical analysis;
- For audit and record keeping purposes;
- In connection with legal proceedings.

We use the information you give us in order to:

- Render the required creative and branding solutions
- Social media engagement which allows us to build online awareness about your company and your products.
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We may share this information with:

- A third-party service provider or Responsible Party, whose services or products Uppe Marketing elects to use.



We have agreements in place to ensure that they comply with the privacy requirements as required by the Protection of Personal Information Act.

We may also disclose your information:

- Where we have a duty or a right to disclose in terms of law or industry codes;
- Where we believe it is necessary to protect our rights.

Collection of information by “Cookies”

You are aware that information and data is automatically collected through the standard operation of the internet servers and through the use of "cookies." "Cookies" are small text files a website can use to recognise repeat users, facilitate the user's ongoing access to and use of the website and allow a website to track usage behaviour and compile aggregate data that will allow content improvements and targeted advertising. Cookies are not programs that come onto your system and damage files. Generally, cookies work by assigning a unique number to you that has no meaning outside the assigning site. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to deny or accept the cookie feature; however, you should note that cookies may be necessary to provide you with certain features (e.g., customised delivery of information) available on our websites.

When will we process your personal information:

In terms of the Protection of Personal Information Act (POPIA), the justification ground which we base our processing on, consists of the following:

- The data subject or a competent person where the data subject is a child **consents** to the processing. Kindly note that you have the right to withdraw your consent;



- The processing is **necessary** to carry out actions for the conclusion or performance of a contract to which the data subject is a party;
- The processing complies with an **obligation** imposed by law on the business;
- The processing protects a **legitimate** interest of the data subject;
- The processing is necessary for the proper performance of a **public law** duty by the business;
- The processing is necessary for pursuing the legitimate **interests** of the business or of a third party to whom the information is supplied.

How we store your personal information:

Your information is securely stored:

HARD COPIES

All hard copies containing Personal Information is stored at our office in Kempton Park. We keep your information for as long as the Personal Information therein is in use or due to internal auditing requirements.

ELECTRONIC COPIES

Personal Information, whether held by the Company or a Designated Employee or Responsible Party, is electronically stored on the Company's or a Responsible Party's internal information system.

Our internal information system have reasonable technical and organisational measures to prevent:

- Loss of, or damage to or unauthorised destruction of any Personal Information;
- The unlawful access to or processing of Personal Information;
- In order to give effect to this, the Company or approved service provider must take reasonable measures to:
- Identify all reasonable internal and external risk to Personal Information in its possession or under its control;



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- Establish and maintain appropriate safeguards against the identified risks;
- Regularly verify that the safeguards are effectively implemented; and
- Ensure that the safeguards are continually updated in response to new risks or deficiencies in previously implemented safeguards.

We keep your information for the duration our Data Retention Policy requires. We will then dispose of your information as per our Data Destruction Policy.

Your data protection rights:

- You are entitled to access your personal data by sending a written request to our Information Officer (whom will attend to requests and administer the requests). We may charge you a fee for this service as set out in terms of Condition 8 of POPIA.
- You may also request Uppe Marketing or Uppe PR and Consulting to correct or supplement any of your personal data which we will undertake as soon as practicable.
- Request the destruction of your personal data. Our Information Officer will consider your request in light of any other laws or regulations prohibiting Uppe Marketing from destroying your personal data.

You are not required to pay any charge for exercising your rights. When you make a request, we have one month to respond.

Please contact our Information Officer if you wish to make a request.

Contact details:

Information Officer

Uppe Marketing (Pty) Ltd

Name: Clara Olivier

Address: 15 Villa Valencia, 2 Anemoon Road, Glen Marais, Kempton Park

Phone Number: 083 707 9042

E-mail: clara@uppe.co.za



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How to file a complaint:

If you have any concerns about our use of your Personal information, you can file a complaint to us at clara@uppe.co.za

You can also complain at the Information Regulator if unhappy with how we have used your information.

Information Regulator contact details:

You have the right to lodge a complaint with the South African Information Regulator. See the Information Regulator contact details below.

JD House, 27 Stiemens Street, Braamfontein, Johannesburg, 2001

P.O Box 31533, Braamfontein, Johannesburg, 2017

Complaints email: complaints.IR@justice.gov.za

General inquiries email: infoereg@justice.gov.za.



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