

If data is linked with your personal information, we will treat that data as personal information. We collect personal information when you interact with us, either provided by you or collected by us under law or contract. Refusal to provide personal information may lead to the cancellation of a product or service, but we will notify you if this is the case. We only collect, use, store and transfer the minimum personal information necessary for ordinary business purposes.

Personal Information Collected:

- Personal Identifying Information (PII): First name/s, surname, email address, phone number, and other contact information.
- Payment Card Information (PCI): Cardholder data such as the cardholder's name, the primary account number, and the card's expiration date and security code.
- Sensitive Personal Identifying Information (Sensitive PII): Biometric data, healthcare related information, medical insurance information.
- Company name.
- Log-in and account information for authentication purposes and account access.
- Marketing preferences.
- Demographic data: Gender, age, country, and preferred language.
- Data about how you and your PC or device interact with Systematic Online Surveillance (Pty) Ltd, including web pages you visit when you use our websites and device, connectivity and configuration data.

Personal Information Collection:

We collect your personal information when you interact with us in the following ways:

- When you engage us to provide our products and services.
- When you create an account with us.
- When we process orders and payment transactions.
- When we respond to your inquiries and requests.
- As a result of communications between you and our representatives.
- When we obtain feedback from you about our products and services.
- When we conduct our administrative and business functions.
- When you subscribe to our mailing lists and newsletters.
- When we market our solutions and services to you.
- When you access and use our websites.
- When you apply for employment with us.

We may also collect your personal information from third-party sources, including public databases, business partners, and third parties that provide list enhancement or similar services to the extent permitted by applicable law. We may also collect technical data about your equipment, browsing actions, and patterns automatically as you interact with our website using cookies, server logs, and similar technologies.

Purposes of Personal Information Collection:

We will only use your personal information as permitted by law. We collect and use personal information to:

- Provide emergency security and medical response services.
- Send you communications.
- Establish, manage, and maintain our business relationships.
- Respond to inquiries and requests.
- Develop, provide and improve our services and products.
- Inform you about our services and solutions.
- Obtain your feedback on our services and solutions.
- Provide you with a more personalized experience when you interact with us.
- Conduct administrative and business functions.
- Update our records and keep contact details up to date.
- Enable you to effectively use and improve our websites.
- Compile website usage statistics.
- Enable you to subscribe to newsletters and mailing lists.
- Enable you to register for Systematic Online Surveillance (Pty) Ltd events, workshops, and seminars.
- Recruit staff.
- Assess the performance of our websites and to improve its operation.
- Process and respond to privacy questions, concerns and complaints.
- Fulfil legal, regulatory and contractual obligations.

Change of Purpose:

We will only use your personal information for the purposes for which we originally collected it, unless we reasonably consider that we need to use it for another reason which is compatible with the original purpose. If we need to use your personal information for a purpose unrelated to the original purpose, we will notify you and explain the legal basis which allows us to do so.

Sharing of Personal Information:

We may share your personal information with our affiliates when required by law, regulation, subpoena, court order, or other legal process or in response to a law enforcement agency's request.

- To protect and defend the rights, interests, property, or safety of Systematic Online Surveillance (Pty) Ltd, its affiliates and subsidiaries, employees, customers, or others, including exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.
- To enforce our agreements, policies and terms of use.
- With your consent or at your direction.

We may share your personal information with third parties who provide services to us, such as IT and system administration services, professional advice, auditing services, and similar services. We require these third parties to respect the security of your personal information and to treat it in accordance with the law.

International data transfers:

We may transfer your personal information to recipients in countries outside the country in which the personal information originally was collected, including the United States and other countries. These countries may have data protection laws that are different from those in your country of residence.

When we transfer your personal information to other countries, we will protect that information as described in this Privacy Policy or as otherwise disclosed to you at the time of the transfer. We will use appropriate safeguards to ensure that your personal information is handled as described in this Privacy Policy and in accordance with applicable law. If you have any questions about our international data transfers, please contact our Information Officer.

Data retention:

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information and

whether we can achieve those purposes through other means, and the applicable legal requirements.

Security of your personal information:

We have implemented appropriate technical and organizational measures to safeguard your personal information from unauthorized access, disclosure, alteration, and destruction. We regularly review our security procedures to ensure that they are appropriate and effective.

Your rights:

You have certain rights with respect to your personal information, including the right to access, correct, and delete your personal information, as well as the right to object to or restrict the processing of your personal information. If you wish to exercise any of these rights, please contact our Information Officer.

Changes to this Privacy Policy:

We may update this Privacy Policy from time to time to reflect changes to our practices, legal requirements, or other developments. We will notify you of any material changes to this Privacy Policy by posting a notice on our website or by other means.

Contact us:

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact our Information Officer at privacy@aweinitiative.co.za