

WOODLINE BRANDING SOLUTIONS PRIVACY POLICY

READ THIS POLICY CAREFULLY BEFORE BROWSING THIS WEBSITE OR USING ANY OF OUR SERVICES. YOUR CONTINUED USE OF THIS WEBSITE AND OUR SERVICES INDICATES THAT YOU HAVE BOTH READ AND AGREE TO THE TERMS OF THIS PRIVACY POLICY. YOU CANNOT USE THIS WEBSITE OR OUR SERVICES IF YOU DO NOT ACCEPT THIS POLICY. ALL SECTIONS OF THIS POLICY ARE APPLICABLE TO USERS UNLESS THE SECTION EXPRESSLY STATES OTHERWISE.

Clause 1 Privacy Policy

1.1 For the purposes of this section, Personal Information will be understood in accordance with the definition provided in the Protection of Personal Information Act 4 of 2013 ("the Act") and in accordance with the definition of Personal Data in Article 4(1) of the General Data Protection Regulation GDPR (EU) 2016/679. We also subscribe to the principles for electronically collecting personal information outlined in the Act, and the further legislation referred to therein. We endeavour to ensure the quality, accuracy and confidentiality of Personal Information in our possession.

1.2 In adopting this Privacy Policy, we wish to balance our legitimate business interests and your reasonable expectation of privacy. Accordingly, we will take all reasonable steps to prevent unauthorised access to, or disclosure of your Personal Information. However, it is impossible to guarantee that your Personal Information shall be 100% secure.

1.3 In utilising our website, using our services or otherwise if your information is submitted to us through a lead generation services, users may be asked to provide the following information (Personal Information):

1.3.1 First Name

1.3.2 Surname

1.3.3 Email

1.3.4 Physical Address

1.3.5 Phone Number

1.3.6 Language

1.3.7 Bank Account Details

- 1.3.8 Company/CC/Business Name
- 1.3.9 Company/CC/Business Registration Number
- 1.3.10 Company/CC/VAT Number
- 1.4 We will attempt to limit the types of Personal Information we process to only that to which you consent to (for example, in the context of online registration, newsletters, message boards, surveys, polls, professional announcements, SMS, lead generation, MMS and other mobile services), but, to the extent necessary, your agreement to these this Privacy Policy constitutes your consent as contemplated in section 69 of the Act Act and/or Article 7 of the GDPR (whichever is applicable). Where necessary, we will seek to obtain your specific consent in future instances should we deem same required by law and where your consent herein might not be lawfully sufficient.
- 1.5 We will not collect, use or disclose sensitive information (such as information about racial or ethnic origins or political or religious beliefs, where relevant) except with your specific consent or in the circumstances permitted by law.
- 1.6 By agreeing to the terms contained in this Privacy Policy, you consent to the use of your Personal Information in relation to:
 - 1.6.1 The provision and performance of our services to you
 - 1.6.2 Informing you of changes made to our website
 - 1.6.3 The provision of marketing related services to you by us
 - 1.6.4 Responding to any queries or requests you may have
 - 1.6.5 Developing a more direct and substantial relationship with users
 - 1.6.6 Developing an online user profile
 - 1.6.7 Understanding general user trends and patterns
 - 1.6.8 For security, administrative and legal purposes
 - 1.6.9 The creation and development of market data profiles
- 1.7 Although absolute security cannot be guaranteed on the internet, we have in place up-to-date, reasonable technical and organisational security measures to protect your Personal Information against accidental or intentional manipulation, loss, misuse,

destruction or against unauthorised disclosure or access to the information we process online.

- 1.8 While we cannot ensure or warrant the security of any Personal Information you provide us, we will continue to maintain and improve these security measures over time in line with legal and technological developments.
- 1.9 We store your Personal Information directly, or alternatively, store your Personal Information on, and transfer your Personal Information to, a central database. If the location of the central database is located in a country that does not have substantially similar laws which provide for the protection of Personal Information, we will take the necessary steps to ensure that your Personal Information is adequately protected in that jurisdiction by means of ensuring that standard data protection clauses are enforced as envisaged by the GDPR. We ensure that any international transfers of personal data comply with GDPR requirements, including the use of Standard Contractual Clauses (SCCs) or Binding Corporate Rules (BCRs) where necessary.
- 1.10 Your information will not be stored for longer than is necessary for the purposes described in this Privacy Policy or as required by applicable legislation.
- 1.11 The Personal Information we collect from users shall only be accessed by our employees, representatives and consultants on a need-to-know basis, and subject to reasonable confidentiality obligations binding such persons.
- 1.12 We shall have the right, but shall not be obliged, to monitor or examine any information and materials including any website link that you publish or submit to us for publishing on the Site. You shall be solely responsible for the contents of all material published by yourself.
- 1.13 We constantly review our systems and data to ensure the best possible service to our users. We do not accept any users, or representatives of users, under 18 years of age or who otherwise does not have the relevant capacity to be bound by this Privacy Policy.
- 1.14 We will not sell, share, or rent your Personal Information to any third party or use your e-mail address for unsolicited mail. Any emails sent by us will only be in connection with the provision of our services and/or the marketing thereof.
- 1.15 In the event of a data breach, we will notify the appropriate regulatory authority within 72 hours of becoming aware of the breach, unless the breach is unlikely to result in a

risk to your rights and freedoms. If the breach is likely to result in a high risk to your rights and freedoms, we will also notify you without undue delay.

- 1.16 We process your Personal Information based on the following legal grounds:
 - 1.16.1 The processing is necessary for the performance of a contract with you.
 - 1.16.2 The processing is necessary for compliance with a legal obligation.
 - 1.16.3 The processing is necessary for our legitimate interests, except where such interests are overridden by your interests or fundamental rights and freedoms.
 - 1.16.4 Your consent, where you have given us explicit consent to process your Personal Information for a specific purpose.
- 1.17 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.

Clause 2 Your Rights

- 2.1 A user has the right:
 - 2.1.1 of access to their Personal Information stored and processed by us. This may be done by emailing us at the address referred to in clause 9.5.3 below;
 - 2.1.2 to rectification of Personal Information that we hold on a user's behalf, in instances where such Personal Information is incorrect or incomplete;
 - 2.1.3 of erasure of Personal Information ("right to be forgotten") if such information is no longer needed for the original processing purpose, alternatively if a user withdraws their consent and there is no other reason or justification to retain such Personal Information, further alternatively, if a user has objected to such Personal Information being processed and there is no justified reason for the processing of such Personal Information;
 - 2.1.4 to restrict/suspend processing of Personal Information to only that which is strictly necessary for us to perform our services to you;

- 2.1.5 if we breach any of the terms of this Privacy Policy, to complain to the requisite data protection authority in their territory;
 - 2.1.6 to withdraw their consent at any time, if processing of Personal Information is based on consent;
 - 2.1.7 to object to processing of Personal Information, if such processing is based on legitimate interests; and
 - 2.1.8 to object to the processing of Personal Information for direct marketing purposes.
- 2.2 To exercise any of these rights, please contact us at promo@woodline.co.za or by mail at the address provided in Clause 9.5. We will respond to your request within one month.

Clause 3 Disclosure of Personal Information

- 3.1 We may disclose your Personal Information to the following persons for the purposes of our rendering our services to you, and for those reasons recorded in clause 1.6 above:
- 3.1.1 Suppliers
 - 3.1.2 Affiliated Companies
 - 3.1.3 Agents
 - 3.1.4 Representatives
 - 3.1.5 Service Providers
 - 3.1.6 Contractors
 - 3.1.7 Consultants
 - 3.1.8 Business Partners
 - 3.1.9 Legal and Regulatory Authorities
 - 3.1.10 Financial Institutions
- 3.2 If our services are provided in conjunction with, or by involvement of third parties, such third parties may need to have your Personal Information in order to fulfil your request.

- 3.3 If we transfer your Personal Information to a country outside the European Economic Area (EEA) or South Africa, we will ensure it receives a similar degree of protection by implementing at least one of the following safeguards:
- 3.3.1 We will only transfer your Personal Information to countries that have been deemed to provide an adequate level of protection for Personal Information by the European Commission or Information Regulator.
- 3.3.2 Where we use certain service providers, we may use specific contracts approved by the European Commission or Information Regulator which give Personal Information the same protection it has in Europe or South Africa.
- 3.3.3 Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to Personal Information shared between the Europe and the US.

Clause 4 Log Files

- 4.1 When you visit the website, even if you do not create an account, we may collect information, such as your IP address, the name of your ISP (Internet Service Provider), your browser, the website from which you visit us, the pages on our website that you visit and in what sequence, the date and length of your visit, and other information concerning your computer's operating system, language settings, and broad demographic information. This information is aggregated and anonymous data and does not identify you specifically. However, you acknowledge that this data may be able to be used to identify you if it is aggregated with other Personal Information that you supply to us. This information is not shared with third parties and is used only within the company on a need-to-know basis. Any individually identifiable information related to this data will never be used in any way different to that stated above, without your explicit permission.

Clause 5 Payment Processing

- 5.1 We use third-party payment processors to handle financial transactions. These processors are compliant with industry standards for secure payment handling and data protection. We do not store your payment details ourselves; instead, this information is processed directly by our payment processors, who are bound by their own privacy policies and security measures. We ensure that our payment processors comply with relevant data protection laws to protect your financial information.

Clause 6 Delivery Information

6.1 Delivery Details: To fulfill your orders, we collect and process delivery-related information, including but not limited to your physical address, contact number, and any specific delivery instructions you provide. This information is used solely for the purpose of delivering your products or services and is shared with our delivery partners only as necessary to complete the delivery process.

6.2 Delivery Partners: We may disclose your delivery details to third-party delivery service providers who are contracted to deliver products on our behalf. These third parties are bound by confidentiality agreements and are required to handle your delivery information in accordance with applicable data protection laws.

6.3 Delivery Updates: We may use your contact information to provide you with updates about the status of your delivery. This may include notifications about dispatch, estimated delivery times, and any delays that may occur.

Clause 7 Cookies and Tracking Technology Policy

7.1 We use cookies. A cookie is a small piece of information stored on your computer or smart phone by the web browser. The two types of cookies used on the Website are described below:

7.1.1 "Session cookies": These are used to maintain a so-called 'session state' and only lasts for the duration of your use of the Website. A session cookie expires when you close your browser, or if you have not visited the server for a certain period of time. Session cookies are required for the Platform to function optimally, but are not used in any way to identify you personally.

7.1.2 "Permanent cookies": These cookies permanently store a unique code on your computer or smart device hard drive in order to identify you as an individual user. No Personal Information is stored in permanent cookies. You can view permanent cookies by looking in the cookies directory of your browser installation. These permanent cookies are not required for the website to work, but may enhance your browsing experience.

7.1.3 We may use cookies to personalize your interactions with our website, provide you with customized content and advertisements, analyze site usage, and improve the site's functionality.

7.1.4 You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if

you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of our website or services.

- 7.1.5 We may also use third-party tracking technologies such as Google Analytics, Hubspot, LinkedIn, and Meta to track and analyze usage and volume statistical information from our users. These third parties may place cookies or other tracking technologies on your device to collect and store information about your activities on our website and other websites. We have no control over these third parties' use of cookies or other tracking technologies.

Clause 8 Links from the website

- 8.1 The services available through the Website, may contain links to other third party websites, including (without limitation) social media platforms, payment gateways, appointment scheduling and/or live chat platforms ("Third Party Websites"). If you select a link to any Third Party Website, you may be subject to such Third Party Website's terms and conditions and/or other policies, which are not under our control, nor are we responsible therefore.

- 8.2 Hyperlinks to Third Party Websites are provided "as is", and we do not necessarily agree with, edit or sponsor the content on Third Party Websites.

- 8.3 We do not monitor or review the content of any Third Party Website. Opinions expressed or material appearing on such websites are not necessarily shared or endorsed by us and we should not be regarded as the publisher of such opinions or material. Please be aware that we are not responsible for the privacy practices, or content, of other websites, either.

- 8.4 Users should evaluate the security and trustworthiness of any Third Party Website before disclosing any personal information to them. We do not accept any responsibility for any loss or damage in whatever manner, howsoever caused, resulting from your disclosure to third parties of personal information.

Clause 9 Application Of The Electronic Communications And Transactions Act 25 Of 2002 ("Ect Act")

- 9.1 Data Messages (as defined in the ECT Act) will be deemed to have been received by us if and when we respond to the Data Messages.

- 9.2 Data Messages sent by us to a user will be deemed to have been received by such user in terms of the provisions specified in section 23(b) of the ECT Act.

- 9.3 Users acknowledge that electronic signatures, encryption and/or authentication are not required for valid electronic communications between us and users.
- 9.4 Information to be provided in terms of section 43(1) of the ECT Act:
- 9.4.1 Users warrant that Data Messages sent to us from any electronic device, used by such user, from time to time or owned by such user, were sent and or authorised by such user, personally.
- 9.4.2 This Website is owned and operated by Woodline Shade (Pty) Ltd T/A Woodline Branding Solutions.
- 9.5 Address for service of legal documents: 3 Estee Ackerman Street, Jet Park, Boksburg, 1459, Gauteng, South Africa.
- 9.5.1 Contact Number: +27 (0) 11 826 4033.
- 9.5.2 Website - located at <https://woodlinebranding.com>
- 9.5.3 Email address: promo@woodline.co.za

Clause 10 Lodging of Complaints

- 10.1 We only process your Personal Information in compliance with this Privacy Policy and in accordance with the relevant data protection laws (the Act and GDPR). If, however you wish to raise a complaint regarding the processing of your Personal Information or are unsatisfied with how we have handled your Personal Information, you have the right to lodge a complaint with the supervisory authority in your country.

Clause 11 User Consent and Changes

- 11.1 By using our services, you consent to the collection, use, and processing of your Personal Information as described in this Privacy Policy. If you do not agree with any changes made to this Privacy Policy, you have the option to discontinue use of our services and request the deletion of your Personal Information.

Clause 12 Changes to Third-Party Policies

- 12.1 Our privacy practices may be impacted by changes to third-party policies, such as payment processors or delivery services. We encourage you to review their privacy policies to understand how your Personal Information is handled by these third parties.

Clause 13 Policy Amendments

13.1 We reserve the right to amend this Privacy Policy at any time. All amendments to this Privacy Policy will be posted on our website. Unless otherwise stated, the current version shall supersede and replace all previous versions of this Privacy Policy.

13.2 If we make any substantial changes to this Privacy Policy, we will notify you by email (if you have subscribed to our newsletter) and by prominently posting a notice on our website. We encourage you to periodically review this Privacy Policy to stay informed about how we are protecting your information.

Clause 14 Governing Law

14.1 This Privacy Policy shall be governed by and interpreted in accordance with the laws of the Republic of South Africa and the GDPR, as applicable.

14.2 By using our website or services, you consent to the terms of this Privacy Policy and our processing of your Personal Information for the purposes stated herein.

Contact Information:

Woodline Branding Solutions

Tel: +27 11 826 4033

Email: promo@woodline.co.za

Website: woodlinebranding.com

Effective Date: 24 July 2024