

EQUIPMENTTRADER PRIVACY POLICY

Our website uses cookies and analytics software to collect and analyse data about how the website is used. By using this website, you consent to the use of cookies and analytics as described in this privacy policy.

1. INTRODUCTION

- 1.1. EquipmentTrader ("**we**", "**us**", or "**our**") respects your privacy and is committed to protecting your personal information in compliance with the Protection of Personal Information Act, 2013 ("**POPIA**") of South Africa.
- 1.2. This Privacy Policy explains how we collect, use, disclose and protect the personal information of our customers and users ("**you**") when you use our website and the services related to the trading of equipment provided through it (collectively, the "**Services**").
- 1.3. When you visit this website, certain information may be collected automatically, such as your IP address, browser type, device type and location. This information is collected through cookies and analytics software. The purpose of this policy is to, *inter alia*, define what cookies are, why and for what reason we use them, and how you can choose to 'opt in' or 'opt out' during your visit to our website.

2. INFORMATION WE COLLECT

- 2.1. We may collect and process the following categories of personal information:
 - 2.1.1. **Identity Data:** includes first name, last name, username or similar identifier, and title.
 - 2.1.2. **Contact Data:** includes billing address, delivery address, email address, and telephone numbers.
 - 2.1.3. **Financial Data:** includes bank account and payment card details for processing payments.
 - 2.1.4. **Transaction Data:** includes details about payments to and from you and other details of equipment you have traded through our website.
 - 2.1.5. **Technical Data:** includes internet protocol (IP) address, cookies, analytics, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our website.

3. WHAT ARE COOKIES?

- 3.1. Cookies are small, often encrypted text files, located in browser directories and are used to enhance website users overall experience of a website, as well as help websites perform more efficiently.
- 3.2. There are two main types of cookies: namely (1) session cookies; and (2) persistent cookies.
- 3.3. Session cookies are temporary and are deleted when you close your browser (i.e. only last as long as your website session).
- 3.4. Persistent cookies remain on your device until they expire or are deleted. Our website uses both session cookies and persistent cookies.

4. ANALYTICS

- 4.1. Our website uses Google Analytics to collect and analyse data about how the website is used. Google Analytics collects information such as page views, click-through rates and bounce rates.
- 4.2. This information is used to improve the website's performance and user experience.

5. OPT-OUT

- 5.1. You can opt-out of the use of cookies and analytics by disabling cookies in your browser or using a third-party tool to block tracking. However, please note that some features of the website may not function properly if cookies are disabled.
- 5.2. To enable or disable cookies, please click on the “cookie settings” button / link on our cookie banner or website footer. Alternatively, follow the instructions provided by your browser (usually located within 'Help', 'Tools' or 'Safety').

6. HOW WE USE YOUR INFORMATION

- 6.1. We use your personal information to:
 - 6.1.1. provide and improve our Services;
 - 6.1.2. process transactions and payments;
 - 6.1.3. communicate with you about your account or transactions;
 - 6.1.4. send you information about our products, services and promotions, subject to your marketing preferences; and
 - 6.1.5. comply with legal obligations and protect our rights.
- 6.2. The information collected through cookies and analytics is used to improve our website's performance and user experience, which includes, *inter alia*, analysing user behaviour, identifying popular content and improving website design and functionality.

7. SHARING YOUR INFORMATION

- 7.1. We may share your personal information with:
 - 7.1.1. service providers who perform services on our behalf;
 - 7.1.2. legal and regulatory authorities, upon request, or for the purposes of reporting any actual or suspected breach of applicable law or regulation; and
 - 7.1.3. other parties, where necessary for the administration of our Services or as required by law.
- 7.2. The information collected through cookies and analytics may be shared with third-party service providers, such as website hosting companies and advertising networks. We do not share personal information with these third-parties. We take measures to protect personal information from unauthorized access.

8. THIRD-PARTY LINKS

Our website may contain links to third-party websites, which are not covered by this privacy policy. We encourage you to review the privacy policies of these websites before providing any personal information, as such websites may use cookies. Kindly note, that we do not control or have responsibility for the cookies a third-party site we link to may use.

9. DATA SECURITY

- 9.1. We have implemented appropriate security measures to prevent your personal information from being accidentally lost, used, accessed in an unauthorized way, altered, or disclosed. We limit access to your personal information to those employees, agents, contractors, and other third-parties who have a business need to know.
- 9.2. While we do take measures to protect personal information from unauthorized access, such as encryption and firewalls, no security measures are foolproof.

10. RETENTION

We retain personal information for as long as necessary to fulfil the purposes for which it was collected or as required by law. Personal information is disposed of securely when it is no longer needed.

11. YOUR RIGHTS

11.1. Under POPIA, you have the right to:

- 11.1.1. Request access to your personal information.
- 11.1.2. Request correction of your personal information.
- 11.1.3. Request deletion of your personal information.
- 11.1.4. Object to processing of your personal information.
- 11.1.5. Request restriction of processing your personal information.
- 11.1.6. Request transfer of your personal information.
- 11.1.7. Withdraw consent at any time where we are relying on consent to process your personal information.

12. CHANGES TO THIS PRIVACY POLICY

12.1. We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

12.2. We reserve the right to modify this privacy policy at any time. Changes will be posted on this website, and your continued use of the website after any changes are made, constitutes acceptance of the modified privacy policy.

13. CONTACT US

13.1. If you have any questions about this Privacy Policy or our privacy practices, please contact us at: info@equipmenttrader.co.za .