

## **Privacy Statement**

### **POPI Disclaimer**

We respect your right to privacy and therefore aim to ensure that we comply with the legal requirement of the POPI Act which regulates the manner in which we collect, process, store, share and destroys any personal information which you have provided to us.

### **Why we collect Personal Information:**

We collect personal information in order to liaise with you telephonically, via our website or email so that we may:

- Respond to any query or comment received from you;
- Inform you of new offers;
- Enable us to process, validate and verify information and requests for the supply of goods and/or services;
- For the purposes for which you specifically provided the information; and
- Generally to improve your experience on our website.
- Processing of Information
- We will share your personal information:
  - In order to comply with applicable law or with legal process served on our company;
  - In order to protect and defend the rights or property of our company; and Security Measures

### **We will:**

- Treat your personal information as strictly confidential;
- Take appropriate technical and organizational measures to ensure that your personal information is kept secure and is protected against unauthorized or unlawful processing, accidental loss, destruction or damage, alteration, disclosure or access;
- Promptly notify you if we become aware of any unauthorized use, disclosure or processing of your personal information;
- Provide you with reasonable evidence of our compliance with our obligations under this policy on reasonable request; and
- We will not retain your personal information longer than the period for which it was originally required, unless we are required by law to do so, or you consent to us retaining such information for a longer period.

ALTHOUGH WE TAKE THE AFOREMENTIONED PRECAUTIONS IN PROTECTING YOUR PERSONAL INFORMATION, WE SHALL HOWEVER NOT BE LIABLE FOR ANY LOSS OR DAMAGE, HOWSOEVER ARISING, SUFFERED AS A RESULT OF THE DISCLOSURE OF SUCH INFORMATION IF OUTSIDE OUR REASONABLE CONTROL.

## **Your rights**

You have the right at any time to:

- Rectify the Personal Information collected by us;
- Object to the processing of Personal Information (subject to legislation);
- Request the return or destruction of Personal Information (subject to legislation);
- Lodge a complaint with the company.

The Personal Information processed by us is not routed/transferred to a third country or International organization.

Your privacy is very important to us. Accordingly, we have developed this policy in order for you to understand how we collect, use, communicate and disclose and make use of personal information. The following outlines our privacy policy:

- We will collect and use personal information solely with the objective of fulfilling those purposes specified by us and for other compatible purposes, unless we obtain the consent of the individual concerned or as required by law.
- We will only retain personal information as long as necessary for the fulfillment of those purposes.
- We will collect personal information by lawful and fair means and, where appropriate, with the knowledge or consent of the individual concerned.
- Personal data should be relevant to the purposes for which it is to be used, and, to the extent necessary for those purposes, should be accurate, complete, and up-to-date.
- We will protect personal information by reasonable security safeguards against loss or theft, as well as unauthorized access, disclosure, copying, use or modification.
- We will make readily available to customers information about our policies and practices relating to the management of personal information.

We are committed to conducting our business in accordance with these principles in order to ensure that the confidentiality of personal information is protected and maintained.

## **Privacy Policy**

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally identifiable information' (PII) is being used online. PII, as used in South African privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

### **What personal information do we collect from the people that visit our website?**

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number or other details to help you with your experience.

### **When do we collect information?**

We collect information from you when you register on our site. Your email is then automatically added to our email database for communication purposes. You can opt-out of any email communication sent to you by clicking the "unsubscribe" button in the mail.

### **How do we use your information?**

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize user's experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To improve our website in order to better serve you.
- To allow us to better service you in responding to your customer service requests.
- To administer a contest, promotion, survey or other site feature.
- To quickly process your transactions.
- To send periodic emails regarding your order or other products and services.

### **How do we protect visitor information?**

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.

We use regular Malware Scanning.

All information is transmitted over the https protocol.

### **Do we use 'cookies'?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

### **We use cookies to:**

- Help remember and process the items in the shopping cart.
- Understand and save user's preferences for future visits.
- Keep track of advertisements.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third party services that track this information on our behalf.
- You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.
- If you disable cookies, some features will be disabled. It will affect the user experience that makes your site experience more efficient and some of our services will not function properly.

### **Third Party Disclosure**

We do not sell, trade, or otherwise, transfer to outside parties your personally identifiable information unless we provide you with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we

believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

### **Third party links**

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We, therefore, have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

### **We have implemented the following:**

- Remarketing with Google AdSense
- Google Display Network Impression Reporting
- Demographics and Interest Reporting
- DoubleClick Platform Integration

We, along with third-party vendors, such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions, and other ad service functions as they relate to our website.

### **How does your site handle 'do not track signals'?**

We honor do not track signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

### **Does your site allow third party behavioral tracking?**

It's also important to note that we allow third party behavioral tracking

### **In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:**

- Within 7 business days we will notify the users via in site notification

**We collect your email address and other data you enter into our website.**

**To be in accordance with CANSPAM we agree to the following:**

If at any time you would like to unsubscribe from receiving future emails, you can email us at [support@iomi.app](mailto:support@iomi.app) and we will promptly remove you from ALL correspondence.

**Contacting Us**

If there are any questions regarding this privacy policy you may contact us using the information below.

[support@iomi.app](mailto:support@iomi.app)

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South Africa