



BRAND GUARD

Brand Guard (Pty) Ltd

Reg No: 2019/499732/07

VAT No: 9260006243

1409 Zeiss Road,
Laser Industrial Park,
Honeydew, South Africa

PRIVACY POLICY

This Privacy Policy explains how Brand Guard (Pty) Ltd ("we," "us," or "our") collects, uses, discloses, and protects personal information obtained through our company website. We are committed to safeguarding the privacy of our website visitors and ensuring the security of their personal information. By accessing or using our website, you consent to the terms and practices described in this Privacy Policy.

1. Information Collection:

1.1 Personal Information: We may collect personal information, such as names, email addresses, phone numbers, and any other information voluntarily provided by visitors through contact forms or other interactive features on our website.

1.2 Automatically Collected Information: When you visit our website, certain information may be automatically collected, including your IP address, browser type, operating system, referring website, pages visited, and other browsing behaviour data. We may use cookies or similar technologies to collect this information.

2. Use of Information:

2.1 Personal Information: We may use personal information provided by you to respond to inquiries, provide requested information, fulfil orders or services, send promotional communications, and improve our website and services. We will only use personal information for the purposes specified at the time of collection or as otherwise permitted by law.

2.2 Automatically Collected Information: We use automatically collected information to analyse trends, administer the website, track user interactions, gather demographic information, and improve the overall user experience. This information may be aggregated and anonymized for statistical purposes.

3. Information Sharing:

3.1 Third-Party Service Providers: We may engage trusted third-party service providers to assist us in operating our website, conducting business operations, or providing services to you. These service providers may have access to personal information solely for the purpose of performing their



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services and are obligated to maintain the confidentiality and security of that information.

3.2 Legal Compliance and Protection: We may disclose personal information if required by law, regulation, legal process, or governmental request. We may also disclose personal information to protect the rights, property, or safety of our company, our website, our users, or others.

3.3 Business Transfers: In the event of a merger, acquisition, or sale of all or a portion of our assets, personal information may be transferred to the acquiring entity as part of the transaction. We will provide notice and the opportunity to opt-out of such transfer if it affects the handling of your personal information differently than described in this Privacy Policy.

4. Data Security:

We implement appropriate technical and organizational measures to protect personal information from unauthorized access, loss, misuse, or alteration. However, no method of transmission over the internet or electronic storage is completely secure. Therefore, while we strive to protect personal information, we cannot guarantee its absolute security.

5. Third-Party Websites:

Our website may contain links to other websites not operated or controlled by us. This Privacy Policy applies solely to information collected through our website. We are not responsible for the privacy practices or content of third-party websites. We encourage you to review the privacy policies of those websites.

6. Children's Privacy:

Our website is not intended for individuals under the age of 16. We do not knowingly collect personal information from children. If you believe that we may have inadvertently collected personal information from a child, please contact us, and we will take appropriate measures to delete that information.

7. Your Rights:

Depending on applicable laws, you may have certain rights regarding your personal information, including the right to access, correct, update, or delete personal information we hold about you. To exercise these rights, please contact us using the contact information provided at the end of this Privacy Policy.



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8. Changes to the Privacy Policy:

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be effective immediately upon posting on our website. Your continued use of our website after any modifications indicate your acceptance of the updated Privacy Policy.

9. Contact Us:

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at info@brand-guard.co.za. We will respond to your inquiries in a timely manner.