EasyEquities

PRIVACY POLICY

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PRIVACY POLICY

EasyEquities is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the EasyAdvisor website (the Website) and governs data collection and usage. By using the Website, you consent to the data practices described in this statement.

1. Protection of Personal Information Act, 2013 (POPI)

You acknowledge that by using the Website and by trading with EasyEquities you will be providing EasyEquities with personal data, which may be protected by data protection legislation, including inter alia, the Protection of Personal Information Act, 2013 (POPI). You authorise us to process all such personal data and to transmit any such personal data to any Affiliate (which Affiliate may also process such personal data) for the purposes of performing the Contract and in furtherance of EasyEquities legitimate interests including statistical analysis, marketing of our services and credit control. You also authorise us to process and transmit your personal data in the manner contemplated below in this
Statement of Privacy. For purposes of this Statement of Privacy, “Affiliate” means any member of the Purple Group Limited group of companies, including without limitation, any subsidiary, sub-subsidiary, holding company, fellow subsidiary of any holding company of Purple Group Limited.

You authorise EasyEquities to furnish information, which may be protected by data protection legislation, including inter alia, POPI, regarding your Account and trading history to any person we reasonably determine to be seeking a credit reference in good faith for any lawful purpose.

2. Collection of your Personal Information

EasyEquities collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number. EasyEquities also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favourites.

There is also information about your computer hardware and software that is automatically collected by EasyEquities. This information can include: your IP address, browser type, domain names, access times and referring Website addresses. This information is used by EasyEquities for the operation of our services, to maintain quality of the services, for marketing purposes, to provide general statistics regarding use of the EasyEquities Website, for credit control and in the furtherance of EasyEquities other legitimate interests (including transmission of this information to our Affiliates).

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through EasyEquities public message boards, this information may be collected and used by others. Note: EasyEquities does not read any of your private online communications.

EasyEquities encourages you to review the privacy statements of websites you choose to link to from EasyEquities so that you can understand how those websites collect, use and share your information. EasyEquities is not responsible for the privacy statements or other content on websites outside of the EasyEquities and v family of Websites (including Websites of our Affiliates).

3. Use of your Personal Information

EasyEquities collects and uses your personal information to operate the Website and deliver the services you have requested. EasyEquities also uses your personally identifiable information to inform you of other products or services available from EasyEquities and its affiliates. EasyEquities may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

EasyEquities does not sell, rent or lease its customer lists to third parties. EasyEquities may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable

information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, EasyEquities may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to EasyEquities, and they are required to maintain the confidentiality of your information.

EasyEquities does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

EasyEquities keeps track of the websites and pages our customers visit within EasyEquities and/or the Website, in order to determine what EasyEquities services are the most popular. This data is used to deliver customized content and advertising within EasyEquities to customers whose behaviour indicates that they are interested in a particular subject area.

EasyEquities will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the provisions of any law in force from time to time or comply with legal process served on EasyEquities or the Website; (b) protect and defend the rights or property of EasyEquities; and, (c) to protect the personal safety of users of EasyEquities, or the public.

4. Use of Cookies

The Website use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalize EasyEquities pages, or register with EasyEquities site or services, a cookie helps EasyEquities to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same EasyEquities website, the information you previously provided can be retrieved, so you can easily use the EasyEquities features that you customized.

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 the EasyEquities services or websites you visit.

5. Security of your Personal Information

EasyEquities secures your personal information from unauthorized access, use or disclosure. EasyEquities secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

6. Changes to this Statement of Privacy

EasyEquities will occasionally update this Statement of Privacy to reflect company and customer feedback. EasyEquities encourages you to periodically review this Statement of Privacy to be informed of how EasyEquities is protecting your information.

7. Contact Information

EasyEquities welcomes your comments regarding this Statement of Privacy. If you believe that EasyEquities has not adhered to this Statement, please contact EasyEquities at helpme@easyadvisor.co.za. We will use commercially reasonable efforts to promptly determine and remedy the problem.