

Ez Innovations Privacy Policy

9. Privacy Policy

9.1. Applicability

Ez Innovations' privacy policy has legal force and effect in terms of Section 11 of the Electronic Communications and Transactions Act 25 of 2002.

9.2. Purpose of the policy

Your privacy is important to Ez Innovations and as such we are committed to respecting your privacy and the security and confidentiality of your personal data, communication, and choices. Please read this policy carefully before using Ez Innovations' website, products, services and/or documentation offered. You agree that this policy will apply when you access and use our website, products, services and/or documentation.

9.3. Ez Innovations' commitment

This policy is important to us. We are committed to taking steps to protect your privacy when you use our website, products, services and/or documentation. In this policy, we explain how we will use and protect your personal information.

9.4. Scope

This privacy policy relates to the personal information collected electronically via Ez Innovations' website, products, services and/or through email or other electronic communications arising from Ez Innovations' products and/or services. This includes, but is not limited to, personal information captured through the marketing of Ez Innovations' website and information elicited as a result of Ez Innovations' website activity.

9.5. Technologies used to provide Ez Innovations services

9.5.1. The following are the key technologies that are deployed in providing Ez Innovations' website, products, services and/or documentation:

- Software as a service (SaaS) or software on demand, where a service provider (Cloud.co.za (Pty) Ltd or similar) licences an application such as web services (Ez Innovations website), to a customer (Ez Innovations (Pty) Ltd).
- Cloud Computing, a location-independent form of computing, whereby shared servers provide resources, software, and data to computers. Information exists physically and often simultaneously in multiple forms in different locations and subject to the laws of different jurisdictions.
- Secure Socket Layer (SSL), a technology configured on the Ez Innovations website for when users or customers need to access or to provide personal, confidential information. SSL provides confidentiality and data integrity and protects against masquerading where payments are typically made online with credit cards etc.

9.6. Use of cookies

When you use Ez Innovations' website, products, services and/or documentation, we automatically receive and record information on our server logs from your browser which may include your location, IP address, cookie information, and the page you requested. This is statistical data about browsing actions and patterns and is not meant to identify any individual. Cookies enable Ez Innovations to improve our service to you, estimate our audience size and usage patterns, store information about your preferences, and recognise when you return to our website. In some instances, Ez Innovations may collect and store information about your location. Ez Innovations may convert your IP address or mobile GPS data into a rough geo-location. Ez Innovations may use your location information to improve and personalise our services for you. You can set your web browser to refuse cookies, but if you do this you may not be able to enjoy the full use of Ez Innovations' website, products, and/or services and you may not be able to take advantage of certain promotions we may run.

9.7. Security of personal information that is collected and processed

Putting data that may impact privacy rights, obligations, and personal status online through the use of cloud technologies may reduce the levels of protection of personal information. Ez Innovations commits itself to exercise all reasonable diligence, care, and skill in processing/using personal information.

9.8. Information that is collected and processed

9.8.1. Ez Innovations generally stores and uses the following information:

- your first name(s);
- your surname;
- address;
- phone numbers;

- email addresses;
- IP address or cookie information;
- location information;
- demographic information including, but not limited to, your age and gender;
- other personal information as described in Section 1;
- and any other information which we reasonably need to perform our obligations with you in terms of Ez Innovations' Terms and Conditions of Use when you purchase and/or use our website, products, services, and/or documentation.

9.8.2. Third-parties, such as payment gateways, may collect your payment details via Ez Innovations' website to ensure that you transact securely with us. Only the payment gateway may store these details securely.

9.8.3. Ez Innovations may collect the following information when you purchase and/or use our website, products, services, and/or documentation:

- Information you choose to provide during registration;
- Information you provide us with when contracting online;
- Information you provide in communications such as email or via our website and when calling our customer support line;
- Information you provide to any of the Ez Innovations parties or third-party service providers;
- Information about you such as your demographics and lifestyle;
- Information that is gained from third-parties such as credit bureaus for credit referencing;
- Information collected through the use of common internet technologies such as cookies and web beacons on our website and emails.

Please note that this list is not exhaustive and is dependent on the type of interactions you have with Ez Innovations related to our website, products, services, and/or documentation. Some information is transient and stored only for current transactions. Some information is persistent and stored for periods beyond the current transaction such as data from multiple transactions accumulated over time and retrieved when needed to enhance your experience with Ez Innovations and improve our services.

9.9. The purpose of processing personal information

9.9.1. Ez Innovations will only process adequate and relevant information to enable us to:

- perform our services in terms of our obligation to you as set out in your subscription plan;
- operate and manage your account;
- monitor and analyse our business;
- contact you by email, sms, or other means to tell you about our products that may interest you;
- form a view of you as an individual and to identify, develop, and/or improve products that may interest you;
- carry out market research, business, and data analysis;
- carry out audits;
- perform other administrative and operational tasks such as testing our processes and/or systems; and/or
- comply with our regulatory or other obligations.

9.9.2. In addition to the above processing of your information as described in Section 9.9.1, the information you provide Ez Innovations with may also be shared with the following persons (but is not limited to):

- permanent or temporary employees and part-time or full-time service providers in the performance of their duties;
- other service providers' websites to which Ez Innovations may link;
- other service providers that Ez Innovations uses to perform our services in terms of our obligation to you as set out in your subscription plan; and/or
- any other third-party service providers.

9.9.3. In addition to the above processing of your information as described in Sections 9.9.1. and 9.9.2, the information you provide Ez Innovations with may also be used for:

- backup, archiving, business continuity, and disaster recovery purposes; and/or
- information communication technology service and infrastructure providers that enable cloud technology and the free flow of information.

9.9.4. Ez Innovations will keep your personal information confidential and only share it with others in terms of this policy. In general, we may share your information with our employees, service providers, contractors, affiliates, payment gateways, regulatory and governmental authorities, or tax authorities (if they request us to do so). We may also share your information with any other third-party if the law requires us to share it, or if you consent to it, or if it is in the interest of the public.

9.9.5. Unless we have asked for and obtained your explicit consent we do not share your personal information with third-party marketers.

9.10. Important information

To provide security for online payments, Ez Innovations uses SSL technology and certain forms of encryption to protect you and your online transactions.

Notwithstanding the above, there are implications in terms of the specific legal requirements in South Africa, and other legal jurisdictions which may, depending upon the actual location of personal information as a result of cloud computing, be relevant or become relevant. Ez Innovations seeks to comply with complex technical and legal issues wherever possible, but users should be aware, that international law and certain aspects of technology restrict Ez Innovations control.

As personal information is most safe when under the control of its owners, you are cautioned to give careful consideration to the personal information you choose to disclose whilst keeping in mind the information set out in this privacy policy.

9.11. Children's privacy

Ez Innovations' website, products, services and/or documentation are not designed for and are not marketed to individuals under the age of 18. Ez Innovations does not knowingly collect or ask for personal information from minors. Ez Innovations does not knowingly allow minors to use our website, products, services and/or documentation. If you are a minor, please do not use our website, products, services and/or documentation, or send us your personal information. Please contact us by sending an email to our email address: info@ezinnovations.co.za if you believe that a minor might be using our website, products, services and/or documentation and/or if you think we might have personal information from or about a minor.

9.12. Access to your personal information

Ez Innovations wants to ensure that your information is accurate and up to date. You may ask us to correct or remove any information that you think is inaccurate. You have the right to request us to provide you with information that we hold about you. To perform any of these actions, please contact us by sending an email to our customer support email address: info@ezinnovations.co.za.

9.13. Retention of your information

Ez Innovations keeps your personal information for no longer than necessary for the purposes for which it is processed. The length of time for which we retain personal information depends on the purposes for which we collected and use it and/or as required to comply with applicable laws. Where there are technical limitations that prevent deletion or anonymization, we strive to safeguard personal information and limit active use of it.

9.14. Changes to the policy

Ez Innovations may change the terms of this policy from time to time in line with any changes that the law or our internal business operations require, without prior notice. The current version of this policy that applies each time you visit and use our website, products, services and/or documentation will regulate our relationship. It is your responsibility to consider the policy each time you use our website, products, services and/or documentation. If you do not agree with any terms of this policy, we request that you immediately stop use of Ez Innovations' website, products, services and/or documentation.

9.15. Concerns/Complaints

If you have a complaint, are concerned about your personal information or wish to report any malicious activity such as spamming, phishing and the like, please contact us by doing one of the following:

- Contact our customer support centre on +27 (84) 807 8024; or
- Send an email to our email address: info@ezinnovations.co.za.