

## PRIVACY STATEMENT

### Privacy Statement

BAIC TABLE VIEW (PTY) LTD

[www.baictableview.co.za](http://www.baictableview.co.za)

This Privacy Policy governs the way in which BAIC TABLE VIEW (PTY) LTD collects, uses, maintains, and discloses information collected from USERS (each, a “USER”) of the <https://easylifelifit.co.za> website (“Site”), in accordance with the requirements of the Protection of Personal Information Act (“POPIA”).

This privacy policy applies to the Site and all products and services offered by BAIC TABLE VIEW (PTY) LTD.

#### 1. SCOPE OF APPLICATION

This policy applies to data subjects under the POPI Act, and its principles extend to the Promotion of Access to Information Act (PAIA) in respect of requesters of records held by BAIC TABLE VIEW (PTY) LTD. PI (Personal Information) applies to both natural and juristic persons. Data subjects and requesters are invited to engage with the BAIC TABLE VIEW (PTY) LTD about any matter pertaining to the POPIA and PAIA, including but not limited to updating PI, deletion of PI, complaints in respect of how PI is being processed and updating consent for electronic direct marketing. The “Information Officer” portal on the website facilitates these types of engagement.

#### 2. ABOUT BAIC TABLE VIEW (PTY) LTD

BAIC TABLE VIEW (PTY) LTD is a car dealership based in Table View South Africa. BAIC Table View sells both new and pre-owned vehicles and prides itself in providing excellent customer service.

#### 3. DEFINITION OF PERSONAL INFORMATION (PI)

“Personal information” means information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person, including, but not limited to—

- a) information relating to the race, gender, sex, pregnancy, marital status, national, ethnic or social origin, colour, sexual orientation, age, physical or mental health, well-being, disability, religion, conscience, belief, culture, language and birth of the person;
- b) information relating to the education or the medical, financial, criminal or employment history of the person;
- c) any identifying number, symbol, e-mail address, physical address, telephone number, location information, online identifier or other particular assignment to the person;
- d) the biometric information of the person;
- e) the personal opinions, views or preferences of the person;
- f) correspondence sent by the person that is implicitly or explicitly of a private or confidential nature or further correspondence that would reveal the contents of the original correspondence;

g) the views or opinions of another individual about the person; and/or

h) the name of the person if it appears with other personal information relating to the person or if the disclosure of the name itself would reveal information about the person;

#### **4. PERSONAL IDENTIFICATION INFORMATION**

BAIC TABLE VIEW (PTY) LTD may collect personal identification information from USERS in a variety of ways, including, but not limited to, when USERS visit our site, fill out a form, from marketing initiatives, digital platforms such as social media channels and in connection with other activities, marketing initiatives, services, features or resources we make available on our Site.

#### **5. CATEGORIES OF PERSONAL INFORMATION (PI) COLLECTED AND PROCESSED**

BAIC TABLE VIEW (PTY) LTD collects information about data subjects who may be Users, clients, client contacts, prospective clients and prospective client contacts. It also collects information on its employees and suppliers as well as third parties that are part of its scope of operation. In respect of Users, clients, client contacts, prospective clients and prospective client contacts BAIC TABLE VIEW (PTY) LTD profiles business organizations and the contacts who work for the said organizations and it may have some or all of the following categories of personal information on data subjects, historical or current –

- a) Name and surname;
- b) Identity Number;
- c) Equity, Gender & Disability status;
- d) Contact details (email, mobile);
- e) Birth date;
- f) Position held and responsibilities;
- g) Areas of interest in respect of BAIC TABLE VIEW (PTY) LTD offerings;
- h) Record of services used;
- i) Email correspondence and attachments;
- j) Organization details;
- k) Office address;
- l) Office contact details;
- m) Organization email address;
- n) Organization and data subject Social media URL's; or
- o) Other information that is available in the public domain.

We collect and process your personal information mainly to contact data subjects for the purpose of understanding their requirements and delivering services accordingly. Where possible, we will inform data subjects what information they are required to provide to BAIC TABLE VIEW (PTY) LTD and what information is optional, as well as the consequences of not providing the said information. Website usage information may be collected using “cookies” which allows BAIC TABLE VIEW (PTY) LTD to collect standard internet visitor usage information.

#### **6. NON-PERSONAL IDENTIFICATION INFORMATION**

We may collect non-personal identification information about USERS whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about USERS means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

#### **7. INFORMATION COLLECTED AUTOMATICALLY**

We collect information about USER use of our service and website, as well as competitor analysis results. This information may be used by BAIC TABLE VIEW (PTY) LTD, their directors, managers, or employees, for promotional and marketing purposes.

This information may include the use of cookies, USER IP address, social media performance, location, browser type, internet service provider (ISP), referring/exit pages, USER operating system or device type, date/time stamps, competitive analysis results, and related metadata.

## **8. WEB BROWSER COOKIES**

Our Site may use “cookies” to enhance USER experience. USER’s web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. USERS may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

A cookie is a small piece of data sent from our websites or applications to your computer or device hard drive or Internet browser where it is saved. The cookie contains information to personalize your experience on our websites or applications and may improve your experience on the websites or applications. The cookie will also identify your device, like the computer or smart phone.

By using our websites or applications you agree that cookies may be forwarded from the relevant website or application to your computer or device. The cookie will enable us to know that you have visited the website or application before and will identify you. We may also use the cookie to prevent fraud and for analytics.

## **9. HOW WE USE COLLECTED INFORMATION**

BAIC TABLE VIEW (PTY) LTD may collect and use USERS personal information for the following purposes for example:

- a) To complete online bookings for services and test drives;
- b) To improve customer service information which USERS provide helps us respond to USER customer service requests and support needs more efficiently;
- c) To improve our Site;
- d) We may use feedback USERS provide to improve our products and services;
- e) To send periodic emails;
- f) For marketing and advertising purposes;
- g) We may use the email address to respond to USER inquiries, questions, and/or other requests.
- h) To gather contact information;
- i) To confirm and verify USER identity or to verify that you are an authorized User for security purposes;
- j) For the detection and prevention of fraud, crime, money laundering or other malpractice;
- k) To conduct market or customer satisfaction research or for statistical analysis;
- l) For audit and record keeping purposes; and
- m) In connection with legal proceedings.
- n) We may also disclose USER information:
  - o) Where we have a duty or a right to disclose in terms of law or industry codes;
  - p) Where we believe it is necessary to protect our rights.

## **10. HOW WE PROTECT USER INFORMATION**

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of USER personal information, Username, password, transaction information and data stored on our Site.

## **11. SHARING USER PERSONAL INFORMATION**

We do not sell, trade, or rent USERS personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and USERS with our business partners, trusted affiliates and advertisers for the purposes outlined above.

## 12. THIRD PARTY WEBSITES

USERS may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

## 13. CHANGES TO THIS PRIVACY POLICY

BAIC TABLE VIEW (PTY) LTD has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage USERS to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is USER responsibility to review this privacy policy periodically and become aware of modifications.

## 14. CORRECTION OF USER INFORMATION

You have the right to ask us to update, correct or delete USER personal information. We will require a copy of the USER's ID document to confirm that the USER's identity before making changes to personal information we may hold about you. We would appreciate it if you would keep USER personal information accurate.

## 15. USER ACCEPTANCE OF THESE TERMS

By using this Site, you signify USER acceptance of this policy. If you do not agree to this policy, please do not use our Site. USER continued use of the Site following the posting of changes to this policy will be deemed USER acceptance of those changes.

## 16. CONTACT US

If you have any queries about this Privacy Policy notice, you need further information about the practices of this site, wish to withdraw consent, or USER dealings with this site, please contact us at:

BAIC TABLE VIEW (PTY) LTD

**Tel:** 021 001 9981

**Website:** [www.baictableview.co.za](http://www.baictableview.co.za)

**Email:** [sales@baictv.co.za](mailto:sales@baictv.co.za) / [keith@baictv.co.za](mailto:keith@baictv.co.za)

**Address:** 2 Pentz Drive, Table View Shopping centre, Table View, Cape Town, 7441

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