

WEBSITE PRIVACY POLICY

INTRODUCTION

This Privacy Policy ("Policy") governs the Processing of Personal Information by Zella (Pty) Ltd having registration number 2021/921952/07, ("We", "Us", "Our", "Ourselves") in accordance with Applicable Data Protection Laws and in connection with the Zella Website. The Data Subject's ("You", "Your", "Yourself/ves") use of the Website is subject to this Policy and the Terms of Use which are incorporated by reference into this Policy. In general, by visiting/engaging with the Website, You signify Your Consent to Our Processing Your Personal Information in accordance with this Policy.

We are committed to the principle of accountability in maintaining the privacy of Personal Information collected or received by Us when You use Our Website, as well as ensuring transparency between Ourselves and Yourself. This Privacy Policy describes how We treat Personal Information collected or received from You.

Accordingly, We encourage You to read this Policy carefully and contact Us with any questions or concerns in regard to Our privacy practices. We may amend this Policy at any time. All amended terms shall be effective immediately upon the posting of the revised Policy on Our Website and any subsequent activity in relation to Our Website shall be governed by such amended terms and conditions.

If You do not agree with any term in this Policy, please do not visit Our Website, or contact Our Information Officer, Komeshni Patrick: komeshni.patrick@zellatl.co.za.

This Policy was last revised on 13/01/2022

You are advised to regularly visit the Website for any amendments or updates.

For enquires, contact Our Information Officer:
KOMESHNI PATRICK
komeshni.patrick@zellatl.co.za

1. DEFINITIONS

The following definitions apply to these Terms:

- 1.1. "Applicable Data Protection Laws" shall mean all legislation, regulations or guidance notes in the Republic of South Africa protecting the fundamental rights and freedoms of individuals in respect of their right to privacy with respect to the Processing of Personal Information. This includes South Africa's Protection of Personal Information Act 4 of 2013 ("POPIA") and the Promotion of Access to Information Act 2 of 2000 ("PAIA").

- 1.2. "Consent" shall mean any voluntary, specific, and informed expression of will in terms of which You give Your permission to Us for the Processing of Your Personal Information in accordance with these Terms and with Our Privacy Policy.
- 1.3. "Data Subject" shall mean any natural or juristic person to whom the Personal Information relates.
- 1.4. "De-identify" shall mean in relation to personal information of a data subject, means to delete any information that— (a) identifies the data subject; (b) can be used or manipulated by a reasonably foreseeable method to identify the data subject; or (c) can be linked by a reasonably foreseeable method to other information that identifies the data subject.
- 1.5. "Electronic Signatures" shall mean data attached to, incorporated in, or logically associated with other data and which is intended by the user to serve as a signature, as defined in the Electronic Communications and Transactions Act 25 of 2002.
- 1.6. "Information Officer" shall mean in the case of a juristic person: the chief executive officer or equivalent officer of the juristic person or any person duly authorized by that officer; or the person who is acting as such or any person duly authorized by such acting person. In the case of Zella, this position is filled by Komesni Patrick.
- 1.7. "Operator" shall mean a person who Processes personal information for a Responsible Party in terms of a contract or mandate, without coming under the direct authority of that party.
- 1.8. "Personal Information" shall mean information relating to an identifiable, living, natural person and where it is applicable, to an identifiable, existing juristic person, including but not limited to information relating to 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;
- information relating to the education or the medical, financial, criminal or employment history of the person;
 - an identifying number, symbol, email address, physical address, telephone number, location information, online identifier, or other particular assignment to the person;
 - the biometric information of the person;
 - the personal opinions, views or preferences of the person;
 - 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;
 - the views or opinions of another individual about the person; and
 - 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.
- 1.9. "Process/Processing" shall mean any operation or activity or any set of operations, whether or not by automatic means, concerning Personal Information, including- the collection, receipt, recording, organizations, collation, storage, updating or modification, retrieval, alteration, consultation or use; dissemination by means of transmission, distribution or making available in any other form, or merging, linking, as well as restriction, degradation, erasure or destruction of information.

- 1.10. "Responsible Party" shall mean a public or private body or any other person which alone or in conjunction with others determines the purpose and means for Processing Personal Information. For the purposes of this Policy, We are the Responsible Party in relation to Personal Information You submit on the Website.
- 1.11. "Third-Party/ies" shall mean any other natural or juristic person that is not You, the User, or Ourselves.
- 1.12. "Website" shall mean the Zella Website, available at www.zellatl.co.za and owned and operated by Zella.

2. WHO WE ARE

Zella is a private company registered in terms of the laws of the Republic of South Africa. We own the Website which serves to inform You and others on the Zella service offerings. The Website is not an e-commerce platform.

3. PERSONAL INFORMATION

3.1. Consent For Collection and Processing

By accessing, visiting, submitting Your Personal Information on, or otherwise using the Website, You agree to the terms and conditions of this Privacy Policy. You expressly Consent to the Processing of Your Personal Information and Analytics according to this Privacy Policy.

You understand that Your Consent to the Processing of Your Personal Information by Us relates strictly to the purposes specified below. Processing shall include the collection, receipt, recording, organisation, collation, storage, updating or modification, retrieval, alteration, consultation, use; dissemination by means of transmission, distribution or making available in any other form; or merging, linking, as well as blocking, degradation, erasure or destruction of information.

- By visiting Our Website, You represent that You are of the age of 18 or older.
- You expressly Consent to Us keeping Your Personal Information once Your relationship with us has been terminated for aggregate, statistical and reporting purposes. Such Personal Information will be de-identified and cannot be used to identify You personally.
- In the event that You wish to revoke all Consent pertaining to Your Personal Information and You would like us to remove and/or delete Your Personal Information entirely, You are encouraged to contact Our Information Officer whose role and contact details are set out in section 9 below.

3.2. Purpose For Collection and Processing

We primarily collect and Process Your Personal Information, collected or received from You in accordance with Your use of Our Website. We Process Your Personal information for the following purposes:

- Facilitate communication between Us and You, the User;
- Engage in market research, gauge User satisfaction with Our Website based on analytical use information;

- ↪ Respond to any queries submitted by You either through the Contact-us form or sent by You over email;
- ↪ Develop, improve and fix bugs on Our Website;
- ↪ Comply with the law, specifically in response to a demand from government authorities where such demand meets the legal requirements; and
- ↪ Achieve other purposes as authorized or required by law (e.g., to prevent a threat to life, health or safety, or to enforce Our legal rights).

We use Google Analytics as a tracking technology to collect information for the purpose of tracking traffic to and understanding user interaction with Our Website. The information collected is kept confidential. Kindly note that Google Analytics uses HTTP cookies to "remember" what a user has done on previous pages / interactions with the website. You can find more information on Google Analytics' use of cookies [here](#). You can find more information on Google Analytics' Privacy Policy [here](#).

We expressly acknowledge and undertake to not use any Personal Information for any other purposes without Your Consent or as required by law.

4. WHAT WE COLLECT AND HOW

We and/or Our authorized agents/Operators may collect, Process, and retain certain Personal Information from You in connection with Your use of the Website.

We only collect Personal Information in the following ways:

- ↪ When You visit the Website;
- ↪ When You complete a Contact us form on the Website; and
- ↪ When You send an email to Us.

We collect the following Personal Information:

When You visit the Website –

- ↪ Your internet protocol ("IP") Address and cookies that track Your browsing of the Website. You can find more information on Google Analytics' use of cookies [here](#).

When You complete a Contact us form –

- ↪ Your full name and surname;
- ↪ Your email address; and
- ↪ Your mobile contact number.

We do not collect any Special Personal Information as defined in the POPIA nor do We knowingly collect or Process Personal Information of Data Subjects under the age of 18.

This Website is not intended for use by children. By visiting the Website By visiting the Website, You expressly Consent to the collection, Processing, and storage of Your Personal Information as defined in this Policy and You warrant that You are over the age 18 and that the Personal Information submitted relates to You and not to a Third Party.

5. ACCURACY

You agree that any and all Personal Information that You provide to Us is up to date and accurate. In the event that Your Personal Information contains any errors or inaccuracies, You agree to indemnify and hold Us, Our officers, directors, employees, agents, contractors, licensors, and members harmless from and against any claims, damages, actions and liabilities including without limitation, loss of profits, direct, indirect, incidental, special, consequential or punitive damages arising out of Our reliance on such Personal Information.

You agree to let Us know immediately if You become aware that Your Personal Information has been provided to Us by another person without Your Consent or if You did not obtain Consent before providing another person's Personal Information to Us.

6. PROCESSING OF PERSONAL INFORMATION

The Processing of Your Personal Information by Us shall include the collection, receipt, recording, organisation, collation, storage, updating or modification, retrieval, alteration, consultation, use, dissemination by means of transmission, distribution or making available in any other form; or merging, linking, as well as blocking, degradation, erasure or destruction of information.

We will only Process Your Personal Information, where:

- You have Consented to such Processing (which You may withdraw at any time by sending an email to Our Information Officer. Kindly refer to section 9 below;
- The Processing is necessary to provide the Website to You;
- The Processing is necessary for compliance with Our legal obligations; and/or
- The Processing is necessary for Our legitimate interests or those of any Third-Party recipients that may receive Your Personal Information.

7. FURTHER PROCESSING OF PERSONAL INFORMATION

We do not and will not sell, rent out or trade Your Personal Information. We will only share Your Personal Information to Third Parties in the manner set out in this Policy and in accordance with Applicable Data Protection Laws. Note that the term 'share' includes the act of 'disclosing'; 'transferring'; 'sending' or otherwise making Your Personal Information available or accessible to another person or entity.

We share Your Personal Information with relevant Third Parties so that We may provide the Website to You. We may share some or all of Your Personal Information with the following entities:

- Google Analytics – for the purpose of tracking traffic to and understanding user interaction with Our Website. See section 10 below.
- GoDaddy - for the purposes of hosting Our Website. You can find more information on GoDaddy's Privacy Policy [here](#).

Personal Information Processed on the Website will only be disclosed in accordance with the Consent provided by You. We do not permit any of Our necessary Third Parties to use Your Personal Information for any other purpose than to perform the services that We have instructed them to provide. All Processing is compatible with such a purpose. We may share aggregated statistical information with

Third Parties (including Our commercial partners) for advertising or marketing purposes. No Personal Information will be shared in this manner.

In the event that We enter into a business transition (including the sale of Zella, or the merger and acquisition of Zella by another company which involves the sale of all or a portion of Our assets), Your Personal Information may be among the assets transferred. You acknowledge that such transfers may occur and are permitted by this Privacy Policy, and that such an acquirer may continue to Process Your Personal Information as set forth in this Privacy Policy.

Other than the above, We will not disclose Your Personal Information without Your Consent unless We reasonably believe that disclosure is necessary to lessen or prevent a threat to life, health or safety of an individual or to public health or safety or for certain action to be undertaken by an enforcement body (e.g. prevention, detection, investigation, prosecution or punishment of criminal offences), or where such disclosure is authorised or required by law (including Data Protection Laws).

8. DISCLOSURE OF PERSONAL INFORMATION

We may disclose Your Personal Information to:

- Our employees/contractors to enable Us to operate Our business;
- Our employees/contractors to fulfil requests by You, and to otherwise provide information and services to You;
- Any organisation for any authorised purpose with Your express Consent.
- We may share non-personally identifiable information with Third Parties for certain reasons, including advertising, marketing and/or other purposes.

We may further disclose Your Personal Information under the following circumstances:

- To comply with the law or with legal process;
- To protect and defend Our rights, equipment, facilities and other property;
- To protect us against misuse or unauthorised use of the Website;

We will not disclose Your Personal Information to any Third-Parties other than Our Operators who are authorised to Process Your Personal Information on Our behalf. Any other disclosure of the Personal Information that You Provide to Us, we may disclose to Third Parties only in accordance with Applicable Data Protection Laws.

Your Personal Information is stored on GoDaddy servers, located in North America, Asia and Europe. You hereby provide Us with Your express Consent to store Your Personal Information in the aforementioned regions. Our services are available throughout Africa, and You therefore Consent to Us transferring Your Personal Information outside of South Africa in the event that You contact Us or access Our Website from outside of South Africa. You also warrant that upon Your submission of Personal Information to Us from outside South Africa, You are compliant with the applicable data protection laws of Your jurisdiction. Furthermore, We may, when required for operational or technical reasons, transfer and store Your Personal Information on a server outside of the Republic of South Africa until the operational and technical reason has been resolved. In such cases, You explicitly Consent to the transfer of Your Personal Information for Processing/storage on a server outside of the Republic of South Africa, understanding

that foreign countries will have different laws and regulations concerning the Processing of Personal Information that may be less stringent than the laws in South Africa. In such an instance we endeavour to transfer Your Personal Information only to a jurisdiction that provides similar or stricter Personal Information protections than South Africa.

9. OUR INFORMATION OFFICER AND YOUR RIGHTS

The Protection of Personal information Act, 2013 ("POPIA") places a duty on Us to appoint an Information Officer. This position is automatically filled by the CEO or equivalent officer, or another authorised person appointed as such.

We have appointed Komeshni Patrick as Our Information Officer. Her contact details are:

→ komeshni.patrick@zellatl.co.za

Her duties under the Applicable Data Protection Laws are:

- Liaising with You when You have a question about Your Personal Information;
- Assisting You with any requests and enforcing Your rights in respect of Your Personal Information;
- Making sure that We are compliant with the Applicable Data Protection Laws and that We Process Your Personal information in accordance with these Terms and Our Privacy Policy.

You may choose when You wish to provide Your Personal Information to Us. You also have the right to withdraw Your Consent. However, if You choose not to provide certain details, or if You withdraw Your Consent, Your experience with some, or all of the Website and / or Platform features and / or Services, may be affected. To the extent provided for in law, You have certain rights in respect of Your Personal Information. In particular:

- **Withdrawal of Consent:** You may withdraw Your Consent at any time by sending a written request to komeshni.patrick@zellatl.co.za. Upon receiving notice that You have revoked Your Consent, We will stop using Your Personal Information within a reasonable time, which will vary depending on what information We have collected and for what purpose, and We will send You a confirmation email stating same.
- **Access or obtain a Copy of Your Personal Information:** You have the right to examine any of Your Personal Information that We collect. Should You wish to examine the Personal Information We hold about You, or obtain a copy thereof, please send Us a written request to: komeshni.patrick@zellatl.co.za. As per the Promotion of Access to Information Act, We may charge a nominal fee should You request any physical records.
- **Update, Modify, Rectify, Erase:** the Personal Information that We hold on You; and
- **Object:** to the Processing of Your Personal Information or Restrict or stop Us from using any of the Personal Information which We hold on You, including by withdrawing any Consent You have previously given to the Processing of such information.

You also have the right to request Us to stop contacting You for marketing purposes: when You receive promotional communications from Us, You may indicate a preference to stop receiving further promotional communications from Us and You will have the opportunity to "opt-out" or by contacting Us at komeshni.patrick@zellatl.co.za.

These rights are not absolute, and We therefore reserve the right to refuse any requests in terms of the above-mentioned rights, for any reason permitted under POPIA.

In the event that You wish to enforce any of the above rights, You can request this by emailing Us at komeshni.patrick@zellatl.co.za. Furthermore, You also have the right to lodge a complaint with the South African Information Regulator.

10. USER ANALYTICS AND TRACKING

We use Google Analytics as a tracking technology to collect information for the purpose of tracking traffic to and understanding user interaction with Our Website. The information collected is kept confidential. You can find more information on Google Analytics' Privacy Policy [here](#).

We collect information which is aggregated to measure the frequency of visits to Our Website, the average time spent on the Website and pages viewed. We collect and use the information as mentioned in this clause for the purposes of administering and improving Our Website and Our services to/communication with You by analysing this information through a Third Party, namely Google Analytics. This information may be shared with Our Operators to such an extent as it is necessary for them to administer and improve Our Website on Our behalf.

We automatically collect Your IP address when You visit the Website. This collection is facilitated by Our Website hosting agents and/or services providers. Such information is kept confidential.

We use the information collected to improve Our internal business Processes. We research Our users' habits, measure traffic patterns in the aggregate, analyze trends, administer the Website, and gather broad demographic information.

11. SECURITY OF PERSONAL INFORMATION

We are committed to and will implement and maintain appropriate technical and organisational measures to safeguard any Personal Information provided to Us from accidental or unlawful destruction, loss or alteration, as well as the unauthorised disclosure of, or access to, Personal Information transmitted, stored or otherwise Processed. We have various security measures in place to protect the Personal Information We hold from loss and misuse, and from unauthorised access, modification, disclosure and interference – We will review these Processes regularly and improve them when required. We will destroy or De-identify Personal Information once We no longer require it for Our business purposes, or as required by law.

Notwithstanding the above, it is emphasised that even though We have taken significant steps to protect Your Personal Information, You acknowledge and understand that no company, including Ourselves, can fully protect against security risks associated with the Processing of Personal Information online.

12. RETENTION OF PERSONAL INFORMATION

We retain Personal Information for the period necessary to fulfil the purposes outlined in this Privacy Policy. When determining how long to retain Personal Information, We take into account the necessity of the Personal Information for the provision of the Services, as well as the requirements of other

Third-Parties, applicable laws, regulations and legal obligations. We may also retain records to investigate or defend against potential legal claims.

When retention of the Personal Information is no longer necessary, the information will either be deleted or aggregated for Analytics purposes, in which case We will de-identify Your Personal Information.

13. CROSS BORDER TRANSFERS

Your Personal Information is stored on GoDaddy servers, located in North America, Asia and Europe. You hereby provide Us with Your express Consent to store Your Personal Information in the aforementioned regions.

Our services are available throughout Africa, and You therefore Consent to Us transferring Your Personal Information outside of South Africa in the event that You contact Us or access Our Website from outside of South Africa. You also warrant that upon Your submission of Personal Information to Us from outside South Africa, You are compliant with the applicable data protection laws of Your jurisdiction. Furthermore, We may, when required for operational or technical reasons, transfer and store Your Personal Information on a server outside of the Republic of South Africa until the operational and technical reason has been resolved. In such cases, You explicitly Consent to the transfer of Your Personal Information for Processing/storage on a server outside of the Republic of South Africa, understanding that foreign countries will have different laws and regulations concerning the Processing of Personal Information that may be less stringent than the laws in South Africa. In such an instance we endeavour to transfer Your Personal Information only to a jurisdiction that provides similar or stricter Personal Information protections than South Africa.

14. THIRD PARTY WEBSITES

This Website may include links to other websites. These links are provided for Your convenience for the purposes of providing further information to You. Such links do not signify that Zella endorses the website(s) linked to this Website. You agree that We shall have no responsibility or bear no liability in relation to the content of the linked website(s). Content hosted on Third-Party websites is the responsibility of those websites, and not of Zella.

By accessing Third Party links, You agree that those Third-Party websites have their own methods of collecting and Processing Your Personal Information. You are encouraged to read the Privacy Policies of Third-Party websites, prior to submitting Personal Information on such websites.

You may not create a link to the Website from another website or document without prior written Consent from Us. We reserve the right to withdraw linking permission without notice. The Website from which the link originates must comply with the content standards set out in 'Impermissible Use' above.

15. OBJECTIONS, COMPLAINTS AND QUERIES

Should You require a correction to be made to Your Personal Information that we keep on record, or You would like us to delete Your Personal Information, kindly complete FORM 2 annexed hereto and send it to the email address hereunder. Should You feel that You would like to object to the collection, use or Processing of Your Personal Information, kindly complete FORM 1 annexed hereto, and send it to the

email address hereunder. If You have any questions about this Privacy Policy, kindly send an e-mail to the email address hereunder.

Email: komeshni.patrick@zellatl.co.za

We will endeavour to make the correction, provide You with the record (we reserve Our right to charge a small fee if You require a physical copy), cease Processing Your Personal Information and/or delete or De-identify it, in accordance with Your request. We will treat Your requests or complaints confidentially.

For enquires, contact Our Information Officer:

KOMESHNI PATRICK

komeshni.patrick@zellatl.co.za

16. CHANGES TO THIS POLICY

We may change this Policy at any time, in which case any amended Terms shall be effective immediately upon the posting of the revised Policy and any subsequent activity in relation to the Website shall be governed by such amended Terms. We therefore recommend that You visit the Website regularly. If You do not agree with any of Our privacy practices detailed in this Policy, please do not use the Website.

This Privacy Policy was last updated on 13/01/2022.

Signed at _____ on this _____ day of _____ 20__.

Signature of Data Subject/Designated Person

FORM 2

REQUEST FOR CORRECTION OR DELETION OF PERSONAL INFORMATION OR DESTROYING OR DELETION OF
RECORD OF PERSONAL INFORMATION IN TERMS OF SECTION 24(1) OF THE PROTECTION OF PERSONAL
INFORMATION ACT, 2013 (ACT 4 OF 2013)

REGULATIONS RELATING TO THE PROTECTION OF PERSONAL INFORMATION, 2018

(Regulation 3)

Note:

1. Affidavits or other documentary evidence as applicable in support of the objection may be attached.
2. If the space provided for in this Form is inadequate, submit information as an Annexure to this Form and sign each page.
3. Complete as applicable.

Mark the appropriate box with an "x".

Request for:

☐	Correction or deletion of the personal information about the data subject which is in possession or under the control of the responsible party.
☐	Destroying or deletion of a record of personal information about the data subject which is in the possession or under the control of the responsible party and who is no longer authorised to retain the record of information.

A	DETAILS OF DATA SUBJECT
Name(s) and surname / registered name of data subject:	
Unique Identifier / Identity Number:	
Residential, postal or business address:	
	Code:
Contact Numbers:	
Fax Number / Email address:	
B	DETAILS OF RESPONSIBLE PARTY
Name(s) and surname / Registered Name of Responsible Party:	
Residential, postal or business address:	
	Code:
Contact Numbers:	

