FACTORY209
STELLENBOSCH UNIVERSITY

Tel: 021 001 2958
VAT #: 4220289872
Reg #: 2018/095392/07
151 Banghoek Road,
Stellenbosch, 7600

Privacy Guideline

In this document, references to "the business", "we", "us", are to **Factory 209 (Pty) Ltd.**

This Privacy Guideline applies to Factory 209 and its business units, trading operations, programmes and projects, including The Matie Shop, SU Botanical Gardens Gift Shop, 3@1 Neelsie, Events & Hospitality, Gradlinc and Consulting / Strategic Projects.

We recognise our accountability in terms of the Protection of Personal Information Act (hereinafter referred to as **POPIA**), to all our clients, suppliers, service providers and other third parties when processing their personal information. To maintain a trust relationship with our Stakeholders, we are committed to complying with both the spirit and the letter of POPIA, other privacy protection legislation, and to always act with due skill, care, and diligence when dealing with personal information.

We will only process your personal information for purposes set out below and we will therefore only request information that is relevant and necessary for such processing. Your failure/refusal to provide this information could prevent or cause a delay in the fulfillment of our obligations to you.

This Privacy Guideline should be read together with the Factory 209 PAIA Manual, which provides further information regarding the records held by Factory 209, access to information and the processing and protection of Personal Information.

PERSONAL INFORMATION:

Personal Information according to POPIA, 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, 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 would reveal the contents of the original correspondence;
g. The views or opinions of another individual about the person; and

Tel: 021 001 2958
VAT #: 4220289872
Reg #: 2018/095392/07
151 Banghoek Road,
Stellenbosch, 7600

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.

HOW DO WE COLLECT PERSONAL INFORMATION:

Directly from customers when purchasing products, creating an account, submitting enquiries, requesting quotations, subscribing to newsletters, participating in promotions.

Information provided during telephonic, electronic, written, or in-person communications.

Information submitted through the company's website, social media platforms, online forms, or mobile applications.

Payment information provided by customers and verified through payment service providers.

Delivery and contact information obtained through courier or logistics service providers for the fulfilment of orders.

Where reasonably practicable, Factory 209 will collect Personal Information directly from the person to whom the information relates.

WHEN WILL WE PROCESS YOUR SPECIAL PERSONAL INFORMATION:

POPIA provides additional protection for certain categories of Personal Information, referred to as Special Personal Information. This includes information relating to:

- Religious and philosophical beliefs;
- Race;
- Ethnic origin;
- Trade union membership;
- Political beliefs;
- Health including physical or mental health, disability, and medical history;
- Biometric information;
- Criminal behaviour where it relates to the alleged commission of any offence or the proceedings relating to that offence.

We do not routinely collect or process all categories of Special Personal Information listed above. Where Special Personal Information is processed, it will only be processed where reasonably necessary for the relevant purpose and where permitted by POPIA or other applicable legislation.

We may process Special Personal Information where, for example:

- The Data Subject has consented to the processing, where consent is an appropriate and lawful basis for such processing;

Tel: 021 001 2958
VAT #: 4220289872
Reg #: 2018/095392/07
151 Banghoek Road,
Stellenbosch, 7600

- The processing is necessary for the establishment, exercise or defence of a right or obligation in law;
- The processing is necessary to comply with an obligation imposed by applicable legislation;
- The processing is necessary for historical, statistical or research purposes in circumstances permitted by POPIA;
- The information has deliberately been made public by the Data Subject; or
- The processing is otherwise authorised or permitted in terms of POPIA or applicable legislation.

Access to Special Personal Information will be limited to authorised persons who require the information for a legitimate and lawful purpose, and appropriate safeguards will be applied to protect the confidentiality and integrity of such information.

WHAT INFORMATION DO WE COLLECT, AND HOW DO WE USE YOUR INFORMATION

Kindly note that the following list is not comprehensive. It sets out the main purposes and data elements collected by us.

- Full names and surname
- Identity or passport number
- Date of birth
- Physical and postal address
- Email address
- Telephone or mobile number
- Customer account details
- Purchase and transaction history
- Customer preferences and communications
- Payment Information
- Bank account details
- Credit or debit card information (usually processed through payment service providers)
- Proof of payment
- Billing information
- Delivery Information
- Delivery address
- Recipient details
- Delivery instructions

We collect personal information in order to liaise with you telephonically, via our website or email so that we may:

- To provide, sell, and deliver products and services to customers.
- To create and administer customer accounts.
- To process orders, payments, refunds, and exchanges.

Tel: 021 001 2958
VAT #: 4220289872
Reg #: 2018/095392/07
151 Banghoek Road,
Stellenbosch, 7600

- To communicate with customers regarding purchases, enquiries, complaints, and customer support requests.
- To arrange and manage deliveries and collections.
- To maintain records of transactions and business activities.
- To comply with legal, regulatory, accounting, and tax obligations.
- To verify the identity of customers, suppliers, employees, and other stakeholders where necessary.
- To manage relationships with suppliers, service providers, and business partners.
- To administer contracts and agreements.
- To recruit, employ, and manage employees and contractors.
- To process payroll and employee benefits.
- To ensure the security of premises, assets, employees, customers, and visitors.
- To detect, prevent, and investigate fraud, theft, security breaches, and other unlawful activities.
- To conduct internal audits, risk assessments, and business management activities.
- To improve products, services, customer experience, and website functionality.
- To send marketing communications, promotions, and newsletters where permitted by law or where consent has been obtained.
- To conduct market research, surveys, and statistical analysis.
- To establish, exercise, or defend legal rights and claims.

MINORS

If you are under 18 years of age (minor), we will require the consent of your parent/guardian/competent person before we process such personal information.

HOW WE SHARE YOUR INFORMATION:

We will share your personal information:

- in order to comply with applicable law or with legal process served on our company;
- in order to protect and defend the rights or property of our company; and
- with employees and/or third parties who assist us in providing services to you and thus require your personal information in order to render a proper and efficient service. We will ensure that all such employees and third party service providers, having access to your personal information, are bound by confidentiality agreements.

Legal Disclosures:

We may need to share your information when we believe it is required by law, legal process or to help protect the rights and safety of you, us, or others. We attempt to notify members about legal demands for their data when appropriate in our judgment unless prohibited by law or court order or when the request is an emergency. We may dispute such demands when we believe, at our discretion, that the requests are overbroad, vague, or lack proper authority, but we do not promise to challenge every demand.

Tel: 021 001 2958
VAT #: 4220289872
Reg #: 2018/095392/07
151 Banghoek Road,
Stellenbosch, 7600

YOUR RIGHTS AND OBLIGATIONS:

Data Retention:

We keep most of your personal information while we still have a purpose, we need to provide you with services or where we are legally obligated to do so. We will also keep your information where you have agreed for us to do so or have given your consent that we are allowed to do so. We keep some of your information even after our business relationship has terminated, if it is reasonably necessary to comply with our legal obligations, meet regulatory requirements, resolve disputes, maintain security, prevent fraud and abuse, enforce our other user agreements, or fulfil your request to object to our processing of your information. You have rights in connection with your personal information. In certain circumstances, by law, you have the right to:

- **Request access to your information:** You will be able to ask us what information we have about you as well as ask for a copy of this information. This should be done on request to **our information officer.** There are some exemptions, which means you may not always receive all the information we process. When we can give you a copy it might be done at a certain fee, which will also be communicated to you at the time of your query.
- **Change or correct information:** You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- **Delete information:** You can ask us to delete or remove personal information under certain circumstances.
- **Object to processing:** You can do this where we are relying on your legitimate interest, public interest, or our legitimate interest (or those of a third party) and there is something about your situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your data for direct marketing purposes or where you have given your consent for the specific processing, and you want to retract your consent. Retracting your consent does not invalidate the information we lawfully processed while we had your consent to do so.
- **Request the restriction of processing:** You can ask us to suspend the processing of personal data about you, for example, if you want us to establish its accuracy or the reason for processing it.

Collection of Information by “Cookies”

You are aware that information and data is automatically collected through the standard operation of the Internet servers and through the use of “cookies.” “Cookies” are small text files a website can use to recognise repeat users, facilitate the user’s ongoing access to and use of the website and allow a website to track usage behaviour and compile aggregate data that will allow content improvements and targeted advertising. Cookies are not programs that come onto your system and damage files. Generally, cookies work by assigning a unique number to you that has no meaning outside the assigning site. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to deny or accept the cookie feature; however, you should note that cookies may

Tel: 021 001 2958
VAT #: 4220289872
Reg #: 2018/095392/07
151 Banghoek Road,
Stellenbosch, 7600

be necessary to provide you with certain features (e.g., customized delivery of information) available on our Websites.

CHANGES TO OUR PRIVACY NOTICE

Changes to the privacy notice apply to your use of our services. We may modify this privacy notice from time to time, as required by changes in legislation. You acknowledge that your continued use of our services after we publish our changes to this privacy notice means that the collection, use, and sharing of your personal information is subject to the updated privacy notice.

Security

We have put in place appropriate security measures to prevent your data from being accidentally lost, used, or accessed in an unauthorised way, altered, or disclosed. In addition, we limit access to your personal information on a business need-to-know basis, and subject to a duty of confidentiality.

Transborder information transfers:

Factory 209 does not intentionally transfer Personal Information outside the Republic of South Africa unless such transfer is reasonably necessary for a legitimate business activity, the provision of a requested product or service, the use of an approved information technology or cloud-based service, or where otherwise permitted or required by law.

Factory 209 and/or Stellenbosch University may make use of approved cloud, email, backup, software and information technology services that may involve the storage, hosting or technical processing of Personal Information outside South Africa.

Where Personal Information is transferred to or processed in a foreign country, Factory 209 will take reasonable steps to ensure that the transfer is undertaken in accordance with POPIA, including the requirements applicable to transborder information flows under section 72 of POPIA.

Where applicable, this may include ensuring that the recipient is subject to a law, binding corporate rules or a binding agreement that provides an adequate level of protection for the Personal Information, or relying on another lawful basis for the transfer as permitted by POPIA.

INFORMATION OFFICER:

All enquiries must be addressed to the information officer: Mr. Gary Muizenheimer, who can be contacted via email at garym@sun.ac.za or via telephone on +27 21 001 295.

_____

General Manager

Tel: 021 001 2958
VAT #: 4220289872
Reg #: 2018/095392/07
151 Banghoek Road,
Stellenbosch, 7600

THE INFORMATION REGULATOR:

You have the right to lodge a complaint with the South African Information Regulator. See the Information Regulator contact details below.

ADDRESS:	Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg
COMPLAINTS:	POPIAComplaints@inforegulator.org.za PAIAComplaints@inforegulator.org.za
GENERAL QUERIES:	enquiries@inforegulator.org.za