

# EXPONUITY PRIVACY POLICY

*Version: 1.0, 11 August 2025*

## **1 Introduction**

- 1.1 Exponential IT Solutions CC, registration number 1998/040919/23, operating as Exponential IT Solutions] ("we," "us," or "our"), complies with the Protection of Personal Information Act No. 4 of 2013 (POPIA) and other applicable data protection laws. This policy explains how we collect, use, disclose, and protect your personal information.

## **2 What Personal Information We Collect**

We may collect:

- 2.1 Identifiers: Name, ID number, passport number.
- 2.2 Contact Details: Email, phone number, physical address.
- 2.3 Demographic Data: Age, gender, language preferences.
- 2.4 Financial Data: Bank details, payment history (if applicable).
- 2.5 Online Data: IP address, device information, cookies, browsing behaviour.
- 2.6 Sensitive Data: Race, health information (only with explicit consent or legal justification).

## **3 How we collect information**

- 3.1 Directly: When you contact us, use our services, register on our website, or subscribe to newsletters.
- 3.2 Automatically: Via cookies, server logs, and analytics tools when you visit our website.
- 3.3 Third Parties: From partners, public databases, or social media (where legally permitted).

## **4 Purposes for Processing Personal Information**

We use your data to:

- 4.1 Provide and improve our products/services.
- 4.2 Process payments and fulfill contracts.

- 4.3 Communicate with you (e.g., support, updates).
- 4.4 Comply with legal obligations (e.g., tax, POPIA).
- 4.5 Send marketing communications (with your consent).
- 4.6 Protect against fraud and security risks.

## **5 Lawful Basis for Processing**

We process personal information based on:

- 5.1 Your consent (e.g., for marketing).
- 5.2 Contractual necessity (e.g., to deliver services).
- 5.3 Legal obligations (e.g., record-keeping under tax laws).
- 5.4 Legitimate interests (e.g., improving our website).

## **6 Sharing of Personal Information**

We may share data with:

- 6.1 Service Providers: Payment processors, IT support, cloud storage providers.
- 6.2 Legal Authorities: Where required by law (e.g., court orders).
- 6.3 Business Partners: With your consent (e.g., joint promotions).
- 6.4 Group Companies: Affiliates within our corporate group.
- 6.5 We ensure third parties comply with POPIA and confidentiality agreements.

## **7 Cross-Border Transfers**

If data is transferred outside South Africa (e.g., to cloud servers), we will:

- 7.1 Obtain your consent if required by POPIA.
- 7.2 Ensure recipients are subject to adequate data protection laws.

## **8 Data Security**

We implement technical and organizational measures to protect personal information, including:

- 8.1 Encryption, firewalls, and access controls.
- 8.2 Regular security audits.
- 8.3 Employee training on POPIA compliance.

## **9 Data Retention**

We retain personal information:

- 9.1 Only as long as necessary for the purposes stated.
- 9.2 As required by law (e.g., financial records for 5 years).
- 9.3 Securely delete/anonymize data afterward.

## **10 Your Rights Under POPIA**

You have the right to:

- 10.1 Access your personal information.
- 10.2 Correct inaccurate or incomplete data.
- 10.3 Delete data (where no legal basis for retention exists).
- 10.4 Object to processing for direct marketing.
- 10.5 Withdraw consent (where processing is consent-based).
- 10.6 To exercise these rights, contact us at [Privacy Contact Email/Address].

## **11 Cookies and Tracking Technologies**

- 11.1 Our website and applications use cookies to enhance user experience.
- 11.2 You can manage preferences via your browser settings.
- 11.3 See our Cookie Policy for details.

## **12 Marketing Communications**

- 12.1 We send promotional emails/SMS only with your opt-in consent.
- 12.2 You may unsubscribe anytime using the link in our emails or by contacting us.

### **13 Children's Privacy**

13.1 We do not knowingly collect data from children under 18 without parental consent.

### **14 Updates to This Policy**

14.1 We may update this policy periodically. The latest version will be posted on our website / application with the effective date.

### **15 Contact Us**

For questions, requests, or complaints:

15.1 Information Officer: Michael Caldwell

Email: [privacy@exponential.co.za.co.za](mailto:privacy@exponential.co.za.co.za)

Address: 4 Sagewood Close, Kleinbron Park, Brackenfell, 7560, South Africa

Phone: +27 78 456 4523

15.2 You may lodge complaints with the South African Information Regulator:

Website: <https://www.justice.gov.za/infoereg/>

Email: [infoereg@justice.gov.za](mailto:infoereg@justice.gov.za)

### **16 Acknowledgement**

16.1 By using our services, you acknowledge reading this policy and consent to the processing of your personal information as described.