

Direct Cleaning Solutions (Pty) Limited Privacy Policy

1. The following privacy policy sets out how we collect, store, use and process your personal information (“**Personal Information**”) (as defined in the Protection of Personal Information Act No. 4 of 2013 (“**POPIA**”). We update this policy from time to time, so kindly refer to it, once in a while. Should you wish to talk to us or ask any questions about this policy, then please contact us on telephone number: (+27) 10 500 8684 and/or via email at: info@directcleaningsolutions.co.za

2. Who We Are:

Our full, registered name is **Direct Cleaning Solutions (Proprietary) Limited Registration No: 2012/001566/07** (“**Direct Cleaning Solutions**”). We are incorporated as a private company with limited liability in accordance with the company laws of South Africa. Our registered address is Unit 5, Standard Close, Langwa Street, Strijdom Park Johannesburg 2169.

If **you** contact us via phone/email/our website/ any messaging service and/or any social media platform including but not limited to Facebook, Instagram, YouTube, etc. and/or you are referred to us by any third-party supplier, wholesaler, retailer, on-line store(s) etc. your Personal Information is collected, used, processed and stored in accordance with this Privacy Policy.

3. How to change the way Direct Cleaning Solutions contacts you:

- 3.1 We will **not** contact you, unless you have given us your express permission to do so. If you'd like to change how you hear from us, or no longer want us to contact you at all, then you can unsubscribe by using the unsubscribe link in any of the emails you have received from us.
- 3.2 Alternatively, you can always contact us to discuss this policy or to update your contact preferences/unsubscribe on website or by emailing info@directcleaningsolutions.co.za
- 3.3 If you let us know that you no longer want to hear from us for marketing purposes etc. **please be aware** that we may still need to contact you for administration purposes (e.g. to provide you with information that you have requested from us).

4. How does Direct Cleaning Solutions collect your Personal Information?

4.1 Directly from you:

- **When you interact with us:** such as when you contact us via telephone, any messenger service including but not limited to WhatsApp, email, affiliated website(s), any of the social media platforms we make use of, including but not limited to Facebook, Instagram, YouTube etc. and/or attend an event organized by Direct Cleaning Solution and/or any of its affiliates and/or any of our wholesalers, suppliers, retailers, etc.
- **When you visit our website and or any affiliated sites:** we may gather information, such as which pages you visit or how long you spend reading a page. This data helps us to improve your on-line experience, for example by adding new features, or removing elements that make the website(s) easier for users to navigate. We may also use data and insights derived from users, to help inform the choice of words and images that appear on the site, in order to improve users' response to our any of our and/or our

wholesaler(s)/supplier(s)/retailer(s) advertising and marketing campaigns. You can find out more about how this works, in our **cookie policy** on our website.

4.2 Indirectly from you:

- **When you interact with third parties** including but not limited to any of our wholesalers, suppliers, retailers, etc. and give your permission for your Personal Information to be shared with us. Similarly, if you engage with us on any social media and messaging service(s) including but not limited to **Facebook, WhatsApp, Instagram, Youtube**, Linked-In or Twitter etc; you may give us permission to access your Personal Information from those accounts. The data we are given access to by social media services varies however, but it should always be in line with the terms and conditions pertaining to **those** platforms' services.

5. What Personal Information does Direct Cleaning Solutions collect and what is it used for?

- 5.1 The Personal Information that is collected, processed and stored will depend on how you interact with us and which information you choose to supply. It is likely to include but is not limited to your name, contact number, identity number/date of birth, marital status, occupation, email address, postal address, physical address, contact preference, employer details, company details (juristic person), credit history etc. in order for us to; (i) sell products on-line or directly to you; (ii) provide the necessary credit facilities and/or (iii) any administrative services (related thereto), to you, from time to time.
- 5.2 We may also collect Personal Information about your feedback on any of our products, services and details from any interactions with our Team.
- 5.3 We will always only process and store your Personal Information within certain criteria, in accordance with POPIA, some examples of which are as follows:
- To keep an accurate record of any of your business dealings with us.
 - To contact you with a query or information you have requested.
 - To process your order(s), provide a service(s), deliver purchases, communicate with you about your order(s) and/or to "thank you".
 - To let you know about our latest news, updates on products and services and share with you how we can help. We'll only contact you if you've given us permission to do so. All communication is optional and must be subscribed to by the user. You can opt out, at any time.
 - To analyse and improve our products, services, website(s) or information that we provide to you.
 - To measure the effectiveness of our and/or our wholesalers, retailers, suppliers' marketing communications.
 - To reach you and identify other similar people like you on social media who we believe would be interested in our products and services and to show them our content.
 - To provide you with the products, services or information you have requested, or that we feel would be of interest to you, and reasonably expected by you.
 - To analyse and report on trends in consumer behaviour, that helps us to understand our customers better, and predict future behaviour, so that we can engage with you directly or indirectly in an appropriate and efficient way.
 - To carry out the necessary administration services pertaining to yourself as a consumer and collect necessary payments from you.

- To send you an email(s) to check and see if there is any assistance we can provide or any problems you encountered pertaining to any of our products, services or any on-line forms on our website, Facebook Page, etc.
- To reach you with our latest news and information about our products, services and/or support service via online adverts, Facebook, Instagram, YouTube etc. based on your visit(s) to our FB page, Instagram Account, YouTube videos and o website.

If you wish to change how we use your Personal Information, please contact us on
Tel: (+27) 10 500 8684 and/or info@directcleaningsolutions.co.za

6. Keeping Your Personal Information Safe

- 6.1 We make sure that appropriate controls are in place, to ensure that we take good care of your Personal Information, and we never share it with, or sell it to, any unrelated and unauthorised third parties.
- 6.2 However, the transmission of information over the Internet is never completely secure and as a result, while we strive to protect your Personal Information, **Direct Cleaning Solutions cannot guarantee the security of any information you transmit to us**, and you do so **at your own risk**. Once we receive your Personal Information, we make every effort to try to ensure its security by having strict technical and technological measures that accord with POPIA in place.
- 6.3 All staff who have access to your Personal Information, understand the importance of:
- keeping your information safe and secure at all times.
 - strictly adhering to internal privacy and security policies.
 - ongoing training to support them, in keeping your Personal Information safe and secure at all times.

We cannot be held responsible for the privacy policies and practices of other websites, **even** if you access them by using links from our website and we recommend, that you check the policy of each site(s) that you visit.

7. Sharing of Personal Information

In order to give you the best products and services, we have to share your Personal Information with the applicable on-line store(s), retailers, all third parties (“**Operators**”) listed in our POPIA Customer Consent Form, etc. to allow them to sell our products and provide the necessary services to you on our behalf, and/or to help us to get a better understanding of your needs as a customer. The aforesaid retailers and/or Operators (as defined in POPIA) may only act under our written **authorised** instruction and will **not** use your Personal Information for their own purposes.

8. What are your rights?

- 8.1 You have the right(s) to:
- Request a copy of the Personal Information we hold about you, and to ask us to confirm how we use your Personal Information.
 - Request that we correct the Personal Information we hold about you, if it’s not accurate, complete and up to date.

8.2 Depending on why we have and use your Personal information, you may also have the following rights:

8.2.1 Ask us for the Personal Information we hold about you to be erased from our record.

8.2.2 Withdraw consent for us to use your Personal Information to contact you.

8.2.3 You can contact us at any time on info@directcleaningsolutions.co.za to request any of this information, or to update your preferences.

8.2.4 If you don't want to see targeted advertising from us on social media, please refer to the instructions provided by the specific social media website or app, for example on [Facebook](#), [Twitter](#), [Instagram](#), [Google](#) and Youtube on <https://support.google.com/youtube/answer/172795?hl=en>

8.3 We may disclose your Personal Information if required to do so, by law or if we believe that such action is necessary to protect and defend the rights, property or personal safety of Direct Cleaning Solutions, our employees, our customers, wholesalers, retailers, our website, any of our social media platforms and for any other lawful purpose(s).

9. Direct Cleaning Solutions & Cookies

Cookies are small text files that are placed on your device that help us improve our website(s) and that help provide you with the best experience when you visit our site(s) and when we communicate with you. They allow us to deliver Direct Cleaning Solutions news and advertising campaigns that may be relevant and of interest to you when you visit other websites. We may use both 1st party and 3rd party cookies.

Cookies and similar technologies help us to:

- Personalise the website to your requirements.
- Avoid asking you to register or complete details twice.
- Estimate the number of visitors to our site, including the source and patterns relating to this traffic.
- Understand how visitors and customers use the site, and how we can enhance this experience.
- Measure the effectiveness of our marketing communications, for example by telling us, if you have opened an email that we have sent to you.
- Display relevant advertising campaigns to you when you visit other websites.

You are able to set your devices to accept all cookies, to choose the types of cookies you want to accept, to notify you when a cookie is issued, or not to receive cookies at any time. For instructions on how to do this visit <https://www.digitaltrends.com/computing/how-to-delete-cookies/>