

Privacy Policy

Our privacy and cookies policy gets updated from time to time. Whenever we make a change, we'll post this on our website and let you know if there is a material change.

Our policy ensures compliance with applicable laws and regulations relating to the processing of personal information, including but not limited to the Protection of Personal Information Act, 2013 (POPIA), the POPIA Regulations, 2018, the Electronic Communications and Transactions Act, 2002 (ECTA), the Constitution of the Republic of South Africa, 1996 (Constitution), the Electronic Communications Act, 2005 (ECA), the Consumer Protection Act, 2008 (CPA), and all other applicable laws, regulations, codes of practice and guidance issued and in force from time to time relating to data protection, privacy, and the processing of personal information.

Notification of changes to Privacy Policy

We are continually improving our methods of communication and adding new functionality and features to this Website and to our existing products and services. Because of these ongoing changes, changes in the law and the changing nature of technology, our data protection practices will change from time to time. If and when our data protection practices change, we will update this privacy policy to describe our new practices. If we do, we will notify you the next time you visit this site or interact with us through any of our other communication channels. We encourage you to check this page regularly.

In this privacy policy, we explain how we collect, use, share and protect your personal information when you use our products and services and our website.

It is important to note that when you engage with us, you acknowledge that

we require your personal information, as defined in PoPIA and other related regulations, and need to process such personal information to provide products or services to you for purposes including to confirm, update and enhance our records, to confirm your identity and additional purposes as detailed below and in other supplementary privacy policies and statements linked to specific services that you subscribe to.

The provision of your personal information in terms of this policy is mandatory and you will not be able to continue using our products and services, should you object to providing us with such information.

How to contact us

Your opinion matters to us – if you have any questions about our privacy and cookie policy or your privacy settings, please submit your query to info@shoconnect.co.za and a member of our dedicated team will respond to you. If you would like to mail us by post directly, send it to 20 Cheetah Avenue, Theresapark, Pretoria, Gauteng Province, South Africa, 0982.

Personal information we collect about you

The information we collect about you and how we collect it can vary depending on the products and services that you use and subscribe to, how you have used the products and services, how you have interacted with Sho Connect even if you aren't a customer, or what we have obtained from a third party with permission to share it with us.

Sho Connect will process your personal information based on:

- The performance of your contract or to enter into the contract;
- Sho Connect's legitimate business interests;
- Protecting your legitimate interests;
- Compliance with a mandatory legal obligation;
- Consent you provide.

We will collect your personal information when you, for example:

- Buy or use any of our products and services
- Use our network or other Sho Connect products and services
- Register for a specific product or service
- Subscribe to newsletters, alerts or other services from us
- Contact us through various channels, or ask for information about a product or service
- Take part in a competition, prize draw or survey
- Visit or browse our website;
- Have given permission to other companies to share information about you
- Where your information is publicly available
- Are the customer of a business that we acquire
- Visit our business premises

We are required to take all reasonably practicable steps to ensure your personal information is complete, accurate, not misleading and updated on a regular basis. To ensure this, we will always endeavour to obtain personal information from you directly. Where we are unable to do so, we will make use of verifiable independent third-party data sources who have the necessary authority to provide us with such information. We also collect information from certain organisations, where appropriate and to the extent we have legal grounds to do so. These include fraud-prevention agencies, business directories, credit check reference/vetting agencies, billing calculating agencies and connected network providers.

We will use, process and analyse your personal information for the following purposes:

To provide you with your services

Processing your order and providing you with your products and services

- To process the products and services you've bought from us, install equipment at your property or deliver equipment to you, and keep you

updated with the progress of your order.

- To provide the relevant product or service to you. This includes other services not included in your agreement with us, services that use information about where you are, and to contact you with messages about changes to the products or services.

Billing and customer care

- To bill you for using our products and services, or to take the appropriate amount of credit from you.
- Contact you if the billing information you provided us with is about to expire or we're not able to take payment.
- To respond to any questions or concerns you may have about our network, products or services.

Service messages

- We will contact you with customer service messages to keep you updated with current information about products and services you've taken. For example, changes to our terms and conditions or service interruptions.

To improve our service

- By improving and innovating our products and services.
- Managing our networks and understanding network usage.

Marketing and tailoring our service to you

Marketing

• As our customer, we will contact you to keep you informed about new and existing products and services, competitions, prize draws and other promotions and we may use your personal information to run those competitions, prize draw, events and promotions, only to the extent that you have not, at any stage, objected to receiving such marketing communications. We may also, with your consent, send you newsletters or white papers and occasionally invite you to participate in market research. We tailor these messages based on the products and services you've bought from us in the past and we will only provide you with marketing content regarding our own products and services that are similar to or related to the products and services previously provided to you.

- You can control your marketing permissions and the personal information

we use to tailor these communications at any time. See 'To opt-out of marketing messages.

Credit checks, fraud prevention and security

We will sometimes need to profile you, for credit, fraud, and security purposes. When we conduct such profiling activities, we will do so in accordance with the provisions of the relevant legislation or lawful requirement.

Credit checks and ID

- We will carry out a credit check when you apply for a contract for any products or services with us.
- We will also use your personal information for identity verification purposes, for access to your account and for general account management.

How we share your personal information

Where applicable, we share information about you with:

Partners, suppliers, or agents involved in delivering the products and services you've ordered or used

- Credit reference, fraud-prevention or business-scoring agencies, or other credit scoring agencies
- Debt collection agencies or other debt-recovery organisations
- Law enforcement agencies, government bodies, regulatory organisations, courts or other public authorities if we have to, or are authorised to by law
- A third party or body where such disclosure is required to satisfy any applicable law, or other legal or regulatory requirement
- Third parties for joint promotions with that third party. They'll be responsible for their own compliance with applicable privacy laws
- Other third parties when you are signing up to their service and it is used by them for authentication and fraud-prevention purposes
- Third parties that we advertise with, in order to serve you advertisements online (e.g. Facebook, Google). You can opt-out of this by managing your account permissions.
- Third parties that we use to serve you marketing.

Fraud management and law enforcement

- We will release information if it's reasonable for the purpose of protecting us against fraud, defending our rights or property, or to protect the interests of our customers.
- We also may need to release your information to comply with our legal obligation to respond to the authorities' lawful demands. Your personal information shall only be provided when we in good faith believe we are

obliged to do so in accordance with the law and pursuant to an exhaustive evaluation of all legal requirements.

How long do we keep your personal information for?

We may not retain your personal information any longer than is necessary for achieving the purpose for which your personal information was collected or subsequently processed, unless:

- The retention of your personal information is required or authorised by law
- We reasonably require your personal information for lawful purpose related to our function or activities
- The retention of your personal information is required by a contract that we enter into with you
- You or competent person consent to the retention of personal information relating to a child.

Keeping your personal information secure

We have specialised security teams who constantly review, improve, and ensure the implementation of appropriate, reasonable technical and organisational measures to protect your personal information from unauthorised access, accidental loss, disclosure, or destruction. We are required in terms of PoPIA to notify you and the Information Regulator, if any of your personal information has been compromised.

We cannot accept responsibility for any unauthorised access or loss of personal information that is beyond our control.

We'll never ask for your secure personal or account information by an unsolicited means of communication. You're responsible for keeping your personal and account information secure and not sharing it with others.

Our website may provide links to third-party websites. We cannot be responsible for the security and content of such third-party websites. You are therefore required to make sure you read that company's privacy and cookies policies before using or putting your personal information on their site.

The same applies to any third-party websites or content you connect to

using our products and services.

You may choose to disclose your information in certain ways such as social plug-ins (including those offered by Google, Facebook, Twitter and Pinterest) or using third-party services that allow you to post reviews or other information publicly, and a third party could use that information.

Social plug-ins and social applications are operated by the social network themselves and are subject to their own terms of use and privacy and cookies policies. You should make sure you're familiar with these.

UNAUTHORISED THIRD-PARTY ACCESS TO YOUR INFORMATION

Despite the security measures we have in place to protect your personal information, (firewalls, password access and encryption methods) you acknowledge that it may be accessed by an unauthorised third party, e.g. as a result of an illegal activity.

In the unlikely event of such access, we will notify you, where possible, via email, SMS or using the address you have provided us with, within a reasonable time of us becoming aware of such occurrence.

Your rights

Below we set out details on how you can exercise your rights. If you have a question or cannot find the answer, please contact our Customer Services team at 0121235029 or email Info@shoconnect.co.za.

Right to access personal information

You have the right to request a record or description of the personal information that Sho Connect holds about you. This includes the right to request Sho Connect to confirm, free of charge, whether or not we hold any personal information about you; as well as information about the categories of third parties who have, or have had, access to your personal information. To make this request as an individual or an authorised third party, you can contact our Customer Services team at 0121235029 or email Info@Shoconnect.co.za.

Right to correct personal information

You have the right to correct information held about you if it's not accurate, out-of-date, excessive, irrelevant, or misleading. If the information we hold about you is inaccurate or needs to be updated, you can contact our Customer Service team at 0121235029 or email Info@Shoconnect.co.za.

Right to object to use of personal information

You have the right, in certain circumstances, to object to Sho Connect processing your personal information. In order for Sho Connect to provide you with products and services, Sho Connect is required to process your personal information and as such the provision of your personal information is mandatory and you may not object to same in order to continue using our products or services. For more information or to exercise this right, please contact our Customer Services team at 0121235029 or email Info@Shoconnect.co.za.

To opt out of marketing messages

If you no longer want to receive marketing messages from Sho Connect, you can choose to opt out at any time. If you've previously opted in to receive personalised content based on how and where you use our network, you can also opt out at any time.

The easiest way to opt out is by using our marketing preferences page, found under your My Sho Connect account settings.

Contact our customer services team at 0121235029 or email Info@Shoconnect.co.za, in order to opt out.

Please note: You may still receive marketing messages for up to 7 (seven) days after opting out while we update our records.

How to lodge a complaint

If you want to contact us about any of your rights or should you believe that Sho Connect has used your personal information contrary to applicable law, you undertake to first attempt to resolve any concerns with Sho Connect directly.

Kindly contact our customer care at 0121235029 or email Info@Shoconnect.co.za if you are not satisfied with such process, you have the right to lodge a complaint with the Information Regulator at:

The Information Regulator (South Africa)

JD House
27 Stiemens Street
Braamfontein
Johannesburg
2001

Email: infoereg@justice.gov.za

Complaints email: complaints.IR@justice.gov.za

Right to restrict use of your personal information

If you feel that the personal information we hold on you is inaccurate, or you believe we shouldn't be processing your personal information, please contact our Customer Services team on 0121235029 or email Info@Shoconnect.co.za to discuss your rights. In certain circumstances, for example where you contest the accuracy of your information, or where Sho Connect no longer requires your information for achieving its purpose but must maintain it for purposes of proof, you have the right to ask us to restrict processing.

Right to deletion

Sho Connect strives to only process and retain your personal information for as long as we need to. In certain circumstances, for example, where you indicate that your personal information is inaccurate, irrelevant, excessive, out of date, incomplete, misleading, or obtained unlawfully, you have the right to request that we erase your personal information that we hold. If you feel that we are retaining your personal information longer than we need, it is worth first checking that your contract with Sho Connect has been terminated, which you can do at, 0121235029 or email Info@Shoconnect.co.za If your contract with Sho Connect has been terminated, we may still have lawful grounds to process your personal information.