

## Laeveld Agrochem (PTY) Ltd

Reg: 1991/004865/07

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### PRIVACY POLICY

THIS PRIVACY POLICY ("POLICY") GOVERNS THE COLLECTION, MANAGEMENT AND DISCLOSURE OF PERSONAL INFORMATION THAT LAEVELD AGROCHEM (PTY) LTD ("WE" OR "US") COLLECTS THROUGH THE LAEVELD AGROCHEM WEBSITE ("WEBSITE") LOCATED AT [www.laeveld.co.za](http://www.laeveld.co.za). WE RESPECT YOUR RIGHTS TO RESPONSIBLE MANAGEMENT OF YOUR PERSONAL INFORMATION UNDER THE PROTECTION OF PERSONAL INFORMATION ACT 4 OF 2013 ("THE ACT"). FOR THE PURPOSES OF THIS POLICY, PERSONAL INFORMATION IS DEFINED IN ACCORDANCE WITH THE DEFINITION PROVIDED IN THE ACT. YOUR USE OF THE WEBSITE AND LAEVELD AGROCHEM PRODUCTS AND SERVICES IS SUBJECT TO THIS POLICY. BY USING THIS WEBSITE, YOU SIGNIFY YOUR CONSENT TO PROCESSING OF YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY. LAEVELD AGROCHEM MAY AMEND THIS POLICY AT ANY TIME. ALL 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 AND CONDITIONS OF USAGE. IF YOU DO NOT AGREE WITH ANY TERM IN THIS POLICY, PLEASE DO NOT USE THIS WEBSITE OR SUBMIT ANY PERSONALLY IDENTIFIABLE INFORMATION THROUGH THIS WEBSITE.

**This Agreement was last revised on 30 August 2016**

**You are advised to regularly check the Website [www.laeveld.co.za](http://www.laeveld.co.za) for any amendments or updates.**

**Enquiries:** Jeanette Nel

[jnel@laeveld.co.za](mailto:jnel@laeveld.co.za)

012 940 4398

#### 1. PERSONAL INFORMATION COLLECTION AND USE

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- 1.1 Laeveld Agrochem and/or its authorised agents may collect, process, and store certain Personal Information from You in connection with Your use of the Website and/or the products and/services provided to You by Laeveld Agrochem.
- 1.2 Your Personal Information will not be shared, sold, rented or disclosed other than as described in this Privacy Policy.

## Private and Confidential

- 1.3 This Privacy Policy meets the requirements of notification and collection as per the Act.
- 1.4 For the purpose of this Privacy Policy, Personal Information is defined in accordance with the definition in the Act. Generally, such information is information that can be used to personally identify You. In particular, however, Laeveld Agrochem may collect information such as:
  - 1.4.1 first name and surname,
  - 1.4.2 address,
  - 1.4.3 email address,
  - 1.4.4 telephone number,
  - 1.4.5 profession or occupation,
  - 1.4.6 any additional information necessary to deliver our products,
  - 1.4.7 details of responses to Your enquiries and any online communications between us and You, and
  - 1.4.8 any unsolicited information provided to us that we could have otherwise lawfully collected.
- 1.5 We collect Personal Information from the following entities:
  - 1.5.1 natural persons over 18,
  - 1.5.2 juristic persons such as companies duly represented by a representative,
  - 1.5.3 website visitors, and
  - 1.5.4 people who send enquiries or requests to our contact email address.
- 1.6 Should the information we collect personally identify You, or You are reasonably identifiable from it, the information will be considered Personal Information.
- 1.7 Laeveld Agrochem uses online forms to collect Personal Information. By submitting information, You expressly consent to the collection, processing, sharing and storage of Your Personal Information as defined in this Policy.
- 1.8 Laeveld Agrochem may also automatically collect and store non-personally identifiable information related to Your use of the Site. Non-personally identifiable information may include Personal Information that has been aggregated.
- 1.9 We may share non-personally identifiable information with third parties for certain reasons, including advertising, marketing and/or other purposes.
- 1.10 Your Personal Information is used to provide You with the requested products and/or services; to enable ease of use of the Website; to process transactions concluded by You; to process and respond to any complaint made by You; to engage in electronic communications and transactions with You; to update our records and keep Your contact details up to date; or to provide You with marketing materials.
- 1.11 We use cookies or other tracking technologies to collect information such as the pages You visit or the information You request. The information collected is kept confidential. The use of tracking technologies enables us to keep track of products You view so that we may provide You with further information.
- 1.12 Personal Information is automatically collected in relation to Your visit to the Website, such information includes but is not limited to: Your browser type and version, Your device type, Your operating system, Your IP address as well as Your geo-location.

## Private and Confidential

- 1.13 We are also able to use the information collected to improve our internal business processes. We research our users' habits, measure traffic patterns in the aggregate, analyse trends, administer the Website, track users' movements and gather broad demographic information.
- 1.14 Laeveld Agrochem uses Google Universal Analytics, which supports data collection without browser cookies. It helps Us to understand user interaction with Our Website and implement changes that evolve the Website to suit Your needs.
- 1.15 The Website hosting agents and/or service providers may automatically log Your "IP address" which is a unique identifier for Your computer and/or other access device. Such information collected is for aggregate purposes only and cannot be used to identify You personally.

## 2. CONSENT TO PROCESS PERSONAL INFORMATION

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- 2.1 You understand that Your consent to the processing of Your Personal Information by Laeveld Agrochem pertains to the provision of products and services; as well as associated purposes. 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.
- 2.2 By using our website, You represent that You are of the age of 18 or older.
- 2.3 You expressly consent to Laeveld Agrochem retaining Your Personal Information once Your relationship with Laeveld Agrochem has been terminated for: aggregate, statistical and reporting purposes.
- 2.4 In the event that You wish to revoke all consent pertaining to Your Personal Information and You would like Laeveld Agrochem to remove and/or delete Your Personal Information entirely, You must notify Laeveld Agrochem via email at [jnel@laeveld.co.za](mailto:jnel@laeveld.co.za).
- 2.5 Personal Information may be processed by Laeveld Agrochem in the country where it was collected.

## 3. HANDLING OF PERSONAL INFORMATION

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- 3.1 Laeveld Agrochem endeavours to comply with all laws and regulations applicable to Laeveld Agrochem pertaining to information and communications privacy including, but not limited to, the 1996 South African Constitution and the Protection of Personal Information Act 4 of 2013 ("the Act"). Laeveld Agrochem applies the principles of protection of Personal Information under such Act in further legislation referred to in the Act.

## Private and Confidential

- 3.2 You may request access to any Personal Information we hold about You at any time by contacting us via email to [jnel@laeveld.co.za](mailto:jnel@laeveld.co.za).
- 3.3 Laeveld Agrochem seeks to ensure the quality, accuracy and confidentiality of Personal Information in its possession.
- 3.4 You have the right to correct and update Your Personal Information as well as to revoke Your consent to the processing of Your Personal Information by Laeveld Agrochem. You do, however, understand that Laeveld Agrochem requires Your Personal Information to render the products and/or services and should You decide to revoke Your consent Laeveld Agrochem may not be able to provide You with such products and/or services.
- 3.5 There may be instances where we cannot grant You access to the Personal Information we hold. We may need to refuse access if granting access would interfere with the privacy of others or if it would result in a breach of confidentiality. Should this be the case, we will give You written reasons for any refusal.
- 3.6 Laeveld Agrochem will take all reasonable measures in order to ensure Your Personal Information is appropriately safeguarded, these precautions include, but are not limited to: the use of a sufficiently secure server, the installation of web security tools, regular website and file backups, as well as additional website updates.
- 3.7 Should an unauthorised person/s gain access to Your Personal Information Laeveld Agrochem will contact You within a reasonable time to inform You of the security breach.
- 3.8 As our Website is linked to the internet, and the internet is inherently insecure, we cannot provide any assurance regarding the security of transmission of information You communicate to us online. We also cannot guarantee that the information You supply will not be intercepted while being transmitted over the internet. Accordingly, any Personal Information or other information which You transmit to us online is transmitted at Your own risk.
- 3.9 Laeveld Agrochem may share Your Personal Information with authorised third parties such as employees and service providers to Laeveld Agrochem. Laeveld Agrochem does not permit these parties to use such information for any other purpose than to perform the services that Laeveld Agrochem has instructed them to provide
- 3.10 Laeveld Agrochem will not sell, exchange or transfer Your Personal Information to any third party except as required in the provision of the Laeveld Agrochem products and/or services and in accordance with the consents provided by You.
- 3.11 Laeveld Agrochem will make amendments and/or updates to this Privacy Policy on occasion. Amendments made to this Policy shall become immediately effective. We encourage You to periodically review this Privacy Policy to keep informed about how We are protecting Your Personal Information. You can find the last date of change made to the Privacy Policy above for Your reference. Your continued Use of the Website is evidence of Your acceptance of this Privacy Policy and any updates made to it.
- 3.12 The Site may contain links to other websites. Laeveld Agrochem is not responsible for the privacy practices of third party sites.

## 4. DISCLOSURE OF PERSONAL INFORMATION

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- 4.1 Records relating to the provision of the Laeveld Agrochem products and/or services by Laeveld Agrochem to You and the Personal Information submitted by You may be required to be retained in terms of legislated records retention requirements, Laeveld Agrochem's operational purposes and/or for production as evidence by Laeveld Agrochem in legal proceedings.
- 4.2 Laeveld Agrochem may disclose Your Personal Information to:
- 4.2.1 our employees to enable us to operate our business;
  - 4.2.2 fulfil requests by You, and to otherwise provide information and services to You;
  - 4.2.3 suppliers and other third parties with whom we have commercial relationships, for business and related purposes; and/or
  - 4.2.4 any organisation for any authorised purpose with Your express consent.
- 4.3 Laeveld Agrochem may further disclose Your Personal Information under the following circumstances:
- 4.3.1 To comply with the law or with legal process;
  - 4.3.2 To protect and defend Laeveld Agrochem's rights, equipment, facilities and other property;
  - 4.3.3 To protect Laeveld Agrochem against misuse or unauthorised use of the Website and/or products and/or services; and/or
  - 4.3.4 To protect other Website Users or third parties affected negatively by Your actions in use of the products/services and/or the Website.
- 4.4 Personal Information is stored on servers inside of South Africa. You hereby provide us with Your consent to store Your Personal Information inside of South Africa.
- 4.5 We have placed security safeguards to protect Your Personal Information through agreements concluded with third party service providers. We will not be held liable for any illegal activity or other activity that may result in a claim for damages due to lack of protection of Your Personal Information whilst under the care of the third party.

## 5. OBJECTIONS, COMPLAINTS AND QUERIES

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- 5.1 Should You have any questions about this Privacy Policy, or require a correction to be made to Your Personal Information that Laeveld Agrochem keeps on record, or a copy of the record itself, or should You feel that You would like to object to the collection, Use or processing of Your Personal Information by Laeveld Agrochem, or that You would like us to delete Your personally identifiable information, then kindly send an e-mail to [jnel@laeveld.co.za](mailto:jnel@laeveld.co.za). We will endeavour to make the correction, provide You with the record (we reserve our right to charge a small fee in this case), cease processing of Your Personal Information and/or delete it, in accordance with Your request.
- 5.2 We will treat Your requests or complaints confidentially.