

Version: 1.0

Date:

Updated by:

LiveAlert Privacy Policy

THIS PRIVACY POLICY FORMS PART OF LIVEALERT'S TERMS AND CONDITIONS. IF YOU DO NOT AGREE WITH ANY TERM OF THIS PRIVACY POLICY, YOU MUST CEASE YOUR ACCESS OF THIS WEBSITE OR THE SERVICES IMMEDIATELY.

1. Definitions

The following words and phrases have these meanings in this document:

- 1.1. **"LiveAlert"** or **"we"** or **"us"** means LiveAlert (Pty) Ltd, a limited liability company incorporated according to the company laws of the Republic of South Africa with registration number 2020/728221/07.
- 1.2. **"Personal Information"** is as defined in POPIA.
- 1.3. **"POPIA"** means the Protection of Personal Information Act 4 of 2013.
- 1.4. **"Process"** in relation to Personal Information means to collect, organise, store, modify, retrieve, refer to, distribute, or erase, or otherwise as defined in POPIA.
- 1.5. **"Service"** means any web based application offered by LiveAlert that facilitates its clients' health and safety practices and/or the management thereof. This includes, but is not limited to, a web based application that enables our client to temporarily track the geo-locations of employees or other occupants of a location during an evacuation caused by an emergency (fire, natural disaster, bomb threats, structural failure, etc.) or lawful simulation of an emergency and send mass broadcast communications directly to evacuees. This is done using cellphone tracking.
- 1.6. **"Website"** means the website of LiveAlert at URL <http://www.livealert.co.za> (including subdomains) or such other URL as LiveAlert may choose from time to time.
- 1.7. **"You"** or the **"user"** means any person who registers to use this Website or the Services for any purpose or who accesses this Website or who receives the Services.

2. Status and Amendments

- 2.1. LiveAlert respects and recognises the importance of protecting your privacy. This Privacy Policy statement sets out LiveAlert's information gathering and dissemination practices in respect of the Website and the Services.
- 2.2. This Privacy Policy forms part of the LiveAlert Terms and Conditions. If you do not agree with this Policy, then you may not use this Website or the Services and are required to cease doing so immediately.
- 2.3. LiveAlert reserves the right to amend the terms and conditions of this Privacy Policy at any time. LiveAlert will notify you on your next visit to the Website, and will also make reasonable efforts to notify you by email. Please refer to the last revision number and date at the top of this document to identify the latest version.

- 2.4. Continued use of the Website or the Services subsequent to any amendments having been made constitutes your acceptance of the Privacy Policy as amended.

3. Privacy: Casual Surfing

- 3.1. You may visit the Website without providing any Personal Information. The Website servers may in such instances collect the IP address of your computer, but not the email address or any other distinguishing information. This information is aggregated to measure the number of visits, average time spent at the Website, pages viewed, etc. We use this information to determine use of the Website, and to improve content thereon. We assume no obligation to protect this information, and may copy, distribute or otherwise use such information without limitation.

4. Personal Information Collected

- 4.1. When you access this Website or use the Services, LiveAlert collects Personal Information about you, including information that directly or indirectly identifies you if you choose to share it with LiveAlert. You consent to LiveAlert processing your Personal Information as set out in this policy or that LiveAlert may lawfully process that information as a result of an employment agreement, policy or other lawful ground.
- 4.2. LiveAlert will only collect Personal Information for a purpose consistent with the purpose for which it is required, which is to render the Services. The nature of the Services is such that your Personal Information will be collected by LiveAlert and/or any other relevant party who may lawfully collect it and that such Personal Information is used by LiveAlert for the Services.
- 4.3. LiveAlert collects the following information:
- 4.3.1. For juristic persons:
- company name and registration number;
 - phone or landline number;
 - email address;
 - company VAT number;
 - addresses; and
 - contact details.
- 4.3.2. For natural persons:
- your name and surname; and
 - phone or cellphone number.
- 4.4. Should your Personal Information change at any point, please contact us and provide us with such updates as soon as reasonably possible.

5. Use and Processing of Personal Information

- 5.1. LiveAlert will only Process Personal Information in a manner that is adequate, relevant and not excessive in the context of the purpose for which it is Processed. That purpose will be compatible with that for which it was collected, unless you have consented to an alternative purpose in writing or we are permitted by POPIA or in terms of national legislation of general application.

- 5.2. LiveAlert will not, without your express consent, use your Personal Information for any purpose other than as set out below.
- 5.3. LiveAlert uses the information we collect to:
- provide you with access to this Website;
 - provide our Services;
 - present certain material set out on the Website to you;
 - improve the Website;
 - where necessary to comply with any legal obligation; and
 - process as described elsewhere in this clause.
- 5.4. YOU EXPRESSLY AGREE THAT WE MAY USE PERSONAL INFORMATION COLLECTED TO COMPILE PROFILES FOR STATISTICAL PURPOSES AND TRADE IN THESE PROFILES. WE MAY DE-IDENTIFY (ANONYMISE) AND THEN RETAIN AND USE YOUR PERSONAL INFORMATION FOR OUR OWN INTERNAL PURPOSES AND IN ORDER TO PROVIDE MARKET ANALYSIS AND RELATED SERVICES TO THIRD PARTIES. NO INFORMATION CONTAINED IN THE PROFILES OR STATISTICS WILL BE ABLE TO BE LINKED TO ANY SPECIFIC USER.
- 5.5. You may, at any time, access your Personal Information which LiveAlert holds. You may also correct your personal information held by LiveAlert, should the need arise. In this regard, you may send an email to info@livealert.co.za.

6. Third Parties

- 6.1. We will not disclose any Personal Information relating to you to any third party unless your prior written agreement is obtained or we are required to do so by law.
- 6.2. You agree that we may disclose your Personal Information to our employees and/or third-party service providers or partners who assist us to interact with you.

7. Destruction of Personal Information

- 7.1. LiveAlert will delete all Personal Information, insofar as it relates to you when it receives a written instruction from you to do so unless we are obliged by law or under our obligations to you to retain such information.
- 7.2. LiveAlert will destroy or delete any Personal Information that is no longer needed by it for the purpose it was initially collected, or subsequently Processed.
- 7.3. LiveAlert may retain information from deleted accounts to comply with the law, prevent fraud, resolve disputes, troubleshoot problems and enforce any of its terms. Any information LiveAlert retains will be handled in accordance with this Privacy Policy.

8. Collection of anonymous data (Cookies)

- 8.1. LiveAlert may utilise temporary or session cookies. A cookie is a small text file that is stored on your device (computer, mobile phone, tablet or other) by a website's server. Each cookie is unique to your web browser and contains completely anonymous information such as a unique identifier and the website name. This allows a website to remember things like your personal preferences, Services you prefer or what's in your shopping basket.

- 8.2. LiveAlert utilises first and third-party cookies. This enables it to improve users' experience on the Website through various means such as storing preferences (like keeping a user logged in) or determining aggregate usage behaviour (time on site, number of pages viewed, etc.) through web analytics tools like Google Analytics and to provide more relevant display advertising to users who have visited the Website, using third party tools such as the Google Analytics Remarketing.
- 8.3. This allows LiveAlert to track your use of this Website.
- 8.4. Cookies by themselves will not be used to personally identify users but LiveAlert may use them to compile de-identified statistics relating to use of or feedback on the performance of this Website.
- 8.5. The following classes of information may be collected in respect of users who have enabled cookies:
- The browser software used;
 - IP address;
 - Date and time of activities while visiting the Website;
 - URLs of internal pages visited; and
 - referring websites, search engines and the like.
- 8.6. LiveAlert is committed to providing you choices to manage your privacy and sharing.
- 8.7. If you do not wish cookies to be employed to customize your interaction with this Website, it is possible to alter the manner in which your browser handles cookies. Please note that, if this is done, certain functionality on this Website may not be available.

9. Security

- 9.1. LiveAlert will take appropriate, reasonable technical and organisational measures as required by applicable law to protect the information submitted to or collected LiveAlert from loss, misuse, unauthorised disclosure, alteration or destruction.
- 9.2. LiveAlert will secure the integrity and confidentiality of Personal Information in its possession or under its control by taking appropriate, reasonable technical and organisational measures to prevent:
- 9.2.1. loss of, damage to or unauthorised destruction of Personal Information; and
 - 9.2.2. unlawful access to or processing of Personal Information.
- 9.3. LiveAlert will take reasonable measures to:
- 9.3.1. identify all reasonably foreseeable internal and external risks to Personal Information in its possession or under its control;
 - 9.3.2. establish and maintain appropriate safeguards against the risks identified;
 - 9.3.3. regularly verify that the safeguards are effectively implemented; and
 - 9.3.4. ensure that the safeguards are continually updated in response to new risks or deficiencies in previously implemented safeguards.

- 9.4. LiveAlert endeavours to protect your Personal Information, but you understand that no data transmission over the Internet can be guaranteed to be absolutely secure, and LiveAlert cannot ensure or warrant the security of any information you transmit to us. Transmitting Personal Information is done at your own risk.

10. Links to other websites

- 10.1. LiveAlert has no control over and accepts no responsibility for the privacy practices of any third-party websites to which hyperlinks may have been provided and strongly recommend that you review the privacy policy of any website you visit before using it further.

11. Transfer of Personal Information

- 11.1. LiveAlert will not transfer your Personal Information or any portion of it to any third party for any reason without your prior written consent, except to the extent that LiveAlert uses third party service providers to host its database, subject to the provisions of clause 9 (Security).
- 11.2. LiveAlert may use hosting or cloud services to operate this Website and store its data which are not located in South Africa. If LiveAlert does so, it will ensure that the level of protection given to your Personal Information is at least as good as that provided for under South African Law, either by means of a binding contract with the service provider, or by using a service provider located in a country with privacy laws of similar or stronger effect.

12. Queries

- 12.1. If you have any queries about this Privacy Policy please contact us by emailing info@livealert.co.za.

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