



HOEDSPRUIT ENDANGERED SPECIES CENTRE (HESC)

HESC POPIA DISCLOSURE DATA PRIVACY POLICY NOTICE

The HESC Privacy Policy Notice (“Privacy Policy”) applies to all websites, social media platforms and mobile applications owned and operated by HESC (Pty) Ltd, its subsidiaries and/or affiliates, including, but not limited to www.hesc.co.za (collectively referred to as the “Site”). The Privacy Policy is in full accordance with the Protection of Personal Information Act (POPIA), No 4 of 2013.

Purpose of this Privacy Statement

The purpose of the Privacy Policy is to provide clarity, transparency and accuracy regarding the collection and use of an individual’s personal data collected by or submitted to us. When you engage with us, you entrust HESC with personal information about yourself. We are committed to protecting your right to privacy and will take all reasonable steps to keep your personal information safe and process your personal information in line with the POPIA Act. This notice explains our online information practices and the choices you can make about the way your information is collected and used.

By continued use and submission of information to the Site and to HESC, you consent to the terms and conditions contained in the Privacy Policy and to our processing of personal information for the purposes stated herein. This Privacy Policy incorporates and is expressly subject to the terms and conditions of use. If you do not agree to the terms and conditions of this Privacy Policy, please do not use the Site.

Acceptance is voluntary

You have the right to object to the processing of your personal information. It is voluntary to accept these terms and conditions. However, we require your acceptance and personal information to provide you with information on our conservation activities, student programmes, community services and fundraising via our social media, newsletters and emails. We will only collect and process personal information for valid and lawful reasons related to HESC. The acceptance and terms of these conditions and the permission given to process your personal information will stop once we receive your written requirement to do so. If you do not agree to the terms and conditions of this privacy policy, please do not use the Site.

We keep personal information confidential

We will keep your personal information confidential. You have provided this information yourself, via using our Site, email or

Covid related forms. If you share your personal info with any other third parties, we will not be held responsible for any loss suffered by you.

Authority to act for other people

You warrant that when you give us personal information about your spouse, children or other family members, you have their permission to share such information with us. You understand that when the information of such before mentioned members of your family is given or included you pursue their legitimate interest in receiving HESC related information. We will furthermore process their information for the purpose set out in this Privacy Policy and related purposes as mentioned.

Purpose for processing your personal information

By submitting personal information, you agree that we may process your personal information for the following purposes:

- To use for our Database;
- To email HESC related info directly to you;
- To contact you regarding Covid or any other high risk infectious diseases;
- Site and social media purpose;
- To notify you about any changes on our site or services we offer or provide.

Public displayed information is Public

You may provide information to be published or displayed on public areas of the Site, or transmitted to other users of the Site or third parties (collectively termed “User Contributions”). Your User Contributions are posted on and transmitted to others at your own risk. If you submit a review or use a public review site based on HESC web or social media sites, take note that your information can be read, collected or used by other individuals to send you unsolicited messages. HESC is not responsible for the User Contributions you choose to submit. If you delete your User Contributions from the Site, copies of your User

Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other Site users. Proper access and use of information provided on the Site, including User Contributions, is governed by our terms of use.

Moderation of comments and posts

The Site allows individuals to posts comments on discussion topics on facebook, blog or other pages. We encourage you to share your thoughts as they relate to the topic discussed, but please be advised that posts will be publicly visible, therefore the Site utilises a moderation policy for ensuring posts are appropriate and not harmful to others.

As such, we review and moderate posts according to our stated guidelines below. The views expressed in posts reflect those of the individual making the post, and are not intended to be viewed as those of HESC.

HESC promotes public comments and posts for purposes of transparency in who we are and what we do. However, as courtesy and professionalism are paramount, HESC reserves the right to block, hide and/or delete, posts that:

- Reveal personal information;
- Contain obscene remarks, indecent or profane language;
- Contain threats or derogatory statements, offensive material and are defamatory;
- Invoke terroristic/racist threat, promote violence and are deemed unprofessional and unethical or that violate any local, state, or federal law or regulation;
- Contain information posted in violation of law, including libel, condoning or encouraging illegal activity and revealing classified information, or might affect the outcome of ongoing legal proceedings;
- Promote or endorse services or products, including links to external commercial sites (Non commercial links that are relevant to the topic or another post are acceptable);
- Contain content that is completely off-topic, spam, or intended primarily to promote a link for purposes of link building.

Do not submit copyrighted, trademarked or other proprietary, confidential, and/or sensitive non-public information. By submitting your posts or other work, you grant and effectively allow anyone viewing the discussion form on the Site irrevocable permission to copy, distribute, make derivatives, display or perform the poster's work publicly and free of charge.

To protect your privacy, please do not include personal information that can potentially be used to identify you. HESC will review all posts in a timely manner and will respond accordingly and take action if necessary.

Browser information collected on the website

Various elements of data may be collected to track the usefulness of certain actions and to ultimately improve the value for customers of the Site. At no time will HESC gather, request, collect, record, require or track any type of personal information of Internet users through these processes.

Site Security

For site security purposes and to ensure that this service remains available to all users, the platform on which the Site resides, commonly known as a "production environment", utilises a wide-range of software tools and programs for the ultimate goal of ensuring its confidentiality, integrity, and availability (CIA) – a concept known as the CIA triad of information security. Various tools are currently in use or are to be deployed if necessary for the security of the Site. These include, but are not limited to the following:

- Network Security and Network Monitoring: Tools that assist in securing the network on which the Site resides. Such tools include network and perimeter firewalls, web application firewalls, routers, switches and intrusion detection systems;
- Network Performance: Tools that assist in monitoring all aspects of the Site, such as performance monitoring for website uptime;
- Other: A variety of physical, electronic and procedural safeguards are implemented to help ensure the safety and security of the Site.

Except for authorised law enforcement investigations by local, state, and/or federal agencies, no other attempts are made by HESC to identify individual users and/or their usage habits on the Site.

External links

The Site may contain links to websites created and maintained by other public and/or private organisations. HESC provides these links as a courtesy to our users only. When users click on a link to an external website, they are leaving the Site and are thus subject to the privacy and security policies and the related terms and conditions of these external websites.

Usage details, IP addresses, Cookies

A cookie is a small file that a website can place on your computer's hard drive to collect information about your activities on the site or to make it easier to use certain site functions. The cookie transmits this information back to the website's computer. Many users are unaware that cookies are being placed on their computers when they visit websites. To know when this happens, or prevent it from happening, set your browser to warn you when a website attempts to place a cookie on your computer.



If you disable or refuse cookies, please note that some parts of the Site may then be inaccessible or not function adequately. A tracking pixel (also called 1x1 pixel or pixel tag) is a graphic with dimensions of 1x1 pixels that is loaded when a user visits a website or opens an email and is used to track certain user activities. When a user visits the HESC website, HESC and/or third parties may use pixel tags and place cookies on the user's device which can track the user's behaviour on that website and other third-party websites.

As is true of many websites, we use cookies and similar technologies to gather certain information automatically to store in log files. This includes:

- Details of your visits to our Site, including traffic data, location data, logs and other communication data and the resources that you access and use on the Site;
- Information about your computer and internet connection, including your IP address, operating system and browser type.

The information we collect automatically is statistical data. It helps us to improve our Site and to deliver a better and more personalised service. We may use this information to analyse trends, personalise your shopping experience, administer the Site, track user movements around the Site, and to gather demographic information about our Site users as a whole.

The technologies we use for this automatic data collection may include Cookies and Web Beacons.

The information we collect

Information that we collect from and about our customers and users of our Site, includes information:

- By which you may be personally identified, such as name, country of origin, postal address, email address or telephone number ("Personal Information");
- That is about you but does not identify you as individual; and/or
- Is about your internet connection, the equipment you use to access our Site and usage details.

We collect this information:

- Directly from you when you provide it to us;
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses and information collected through cookies, web beacons, and other tracking technologies. Credit card information is used only to process payment – but we don't keep it on record after the transaction has been made;
- When you make any Donations, Adoptions or Fostering through our Site.

Information you provide to us

The information we collect may include:

- Details that you provide by filling in forms on our Site. This includes information provided at the time of registering to use our Site, subscribing to our newsletter, email registrations, or requesting further services. We may also ask you for information when you report a problem on our Site;
- Records and copies of your correspondence (including email addresses), if you contact us;
- Your responses to surveys that we might ask you to complete for research purposes;
- Details of transactions conducted through our Site and in the fulfillment of orders;
- Your search queries on the Site;
- Information that you provide through phone, mail interactions or paper registrations that you submit to HESC via the Site.

Our commitment to data security

To prevent unauthorised access, maintain data accuracy and ensure the correct use of information, we have put in place appropriate physical, electronic and managerial procedures designed to safeguard and secure the information we collect online.

This Site offers encryption of sensitive data. Doing so helps to protect the confidentiality of your personal and credit card information while it is transmitted over the Internet. No method of transmission over the Internet, or electronic storage, is 100% secure. Therefore, while we strive to protect your Personal Information with commercially acceptable practices, we cannot guarantee absolute security. Any transmission of Personal Information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Site.

Onsite subscriptions

HESC offers an onsite subscription to our newsletter that focuses on HESC news, activities and programmes. Subscription is free of charge. To subscribe click here: <https://hesc.co.za/>

Our commitment to children's privacy

Protecting the privacy of children is vital. For that reason, HESC never knowingly collects or maintains information at our Site from those under 13 years of age, and no part of our Site is directed at anyone under 13. If you are under 13, do not use or provide any information on this Site. If we learn we have collected or received Personal Information from a child under 13 without verification of parental consent, we will use our best efforts to delete the information as soon as possible.



How you can access or correct your information

HESC will try its utmost to provide you with reasonable access to your Personal Information for the purpose of correcting this data. To request updates of your information, contact us at popia@hesc.co.za. Mail questions or concerns about the Privacy Policy to info@hesc.co.za.

Security

All information accessed through the Site is in compliance with the required information security mandates of Article 32 of the General Data Protection Regulation (GDPR). Specifically, Article 32 mandates the following:

- Implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk, including inter alia, as appropriate:
- The pseudonymisation and encryption of personal data;
- The ability to ensure the ongoing confidentiality, integrity, availability and resilience of processing systems and services;
- The ability to restore the availability and access to personal data in a timely manner in the event of a physical or technical incident;
- A process for regularly testing, assessing and evaluating the effectiveness of technical and organisational measures for ensuring the security of the processing.

In compliance with any court order, law or legal process, including to respond to any government or regulatory request, we may disclose aggregated information about our users, and information that does not identify any individual, without restriction. We may disclose Personal Information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates;
- To contractors, service providers and other third parties we use to support our business;
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganisation, dissolution or other sale or transfer of some or all of HESC assets;
- For any other purpose disclosed by us when you provide the information;
- To enforce or apply our terms of use or terms of sale and other agreements, including for billing and collection purposes;
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of HESC, our customers or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

The Site includes hypertext links, or pointers, to information created and maintained by other public and/or private organisations. As such, HESC only provides these links for your information and convenience, thus, when you select a link to an outside website, you are leaving the Site and therefore become

subject to the privacy and security policies of these external websites. Additionally, please note the following:

- HESC does not control or guarantee the accuracy, relevance, timeliness, or completeness of information contained on a linked website;
- HESC does not endorse the organisations sponsoring linked websites and we do not endorse the views they express or the products/services they offer;
- HESC therefore cannot authorize the use of copyrighted materials contained in linked websites. Users must request such authorization from the sponsor of the linked website;
- HESC is not responsible for transmissions users receive from linked websites.

Changes in this Privacy Policy

If we decide to materially change our Privacy Policy, we will post the changes to this Privacy Policy so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this Privacy Policy at any time, so please review it frequently. Your continued use of this Site after we have made changes is deemed to be acceptance of those changes. The laws of South Africa will govern any dispute or claim arising out of this Privacy Policy.

Sharing personal information with third parties

If a third party requests your personal information, we will share information, only on the following conditions:

- If you have given your consent for the disclosure of information to a certain third party; and
- If that person or organisation has a legal right to access your information and has requested the information via lawful prior procedure.

Sharing for research and improvement purposes

By continuing to use our Site, you confirm that we may share and combine all your personal information for any or more of the following purposes:

- Marketing, statistical, social media, research, academic (student program WCE);
- To customise our service to meet your needs.

Right to communicate electronically

We maintain the right to communicate with you electronically about any HESC related changes, improvements, general information, animal adoptions, fundraising, social media matters and marketing of conservation at HESC.

Duty to keep you informed

We consider it our duty to keep you updated on any offers that may be available from time to time from which you might benefit. Please let us know via email if we should discontinue direct email marketing to you: popia@hesc.co.za

