



PLUS 94 RESEARCH

ONLINE DATA PRIVACY INFORMATION

ABOUT US

Plus 94 Research (Pty) Ltd (the Company) is a market research company that conducts market and social research on behalf of various clients in the public and private sectors.

INFORMATION THAT PLUS 94 COLLECTS

The company collects and process your personal information (personal information as defined in the Protection of Personal Information Act, 2013 (POPIA)) mainly for market research related purposes. This includes, but is not limited to, brand research, competitive analyses, campaign effectiveness, consumer insights, customer satisfaction surveys, segmentation research, product development and testing research and usability testing. All the aforesaid processes is solely intended to understand the requirements and needs of various sectors and you as the individual. Any data collected on our websites (if any) are merely focused on service delivery and or addressing any direct queries submitted through any of our platforms. From time to time, the company may require personal details such as contact numbers, names and organisational details for purposes of fulfilling a mandate or addressing a query.

All submitted information is collected directly from users where personal information is submitted willingly and the Company might indicate which type of personal information is mandatory or optional for the sake of proper record keeping.

Website usage information may be collected using “cookies” which allows us to collect standard internet visitor usage information.

REASON(S) FOR COLLECTION, PROCESSING AND POTENTIAL DISSEMINATION WITH CONSENT

The Company only collects personal information that was submitted with the appropriate consent, where consent was granted to a third party that has engaged our services based on prior consent given by you and will only be processed for the purposes for which it was collected and agreed upon by you as the user of this site or as participant in research activities. Any information retained for longer periods will only be utilised for purposes of quality control post-project completion and will be communicated in advance.

In accordance with the provisions of POPIA, the Company will, amongst other reasons with consent by a user or research respondent, only collect, process and store personal information that falls under the following categories:

- Collection of contact information for internal quality control, managing of panel members information, addressing direct queries and/or to determine site user behaviour;
- Verifying any user’s identity for site security purposes;
- For purposes of uncovering and preventing fraud, crime, money laundering or other malpractice in accordance with applicable national legislation;
- To conduct internal market or customer satisfaction research or on behalf of a third party. Alternatively, for statistical analysis;
- Audit and record keeping purposes; and
- For purposes of complying with any court order and/or a legal obligation.

DISSEMINATION OF INFORMATION TO THIRD PARTIES

The company may from time to time disseminate specific personal information to third parties in South Africa and abroad that may or may not be involved with quality control, consumer satisfaction or service delivery.

NETWORK, ONLINE AND PHYSICAL INFORMATION SECURITY

The company has gone to reasonable lengths to ensure that ample safeguards have been adopted to ensure that user, client, research respondent and employee personal information is protected against unauthorised access or data breaches and the process is evolutionary to adapt to any changes in the online and physical world. The numerous

security measures we have adopted and/or built upon include physical security at all the company's premises, web-based and network security (including antivirus, firewalls and relevant encryption software), software-based and physical limitations on access to personal information, data privacy policies and procedures, annual data privacy auditing and reporting and incident response to real or potential data breaches.

ACCESS TO INFORMATION

All web users, respondents, clients and employees of the company have enconced withing relevant legislation, the right to request a copy of any personal information the company has stored related to your person. You furthermore have the so called "right to be forgotten", as well as the right to request that any personal information be amended. Any of the aforesaid may be subject to payment of a reasonable fee.

Any category of person whom the company stores personal information on, may submit a formal request for a copy of the information held and or to amend / delete the said personal information completely. The company reserves the right to request any proof of identity it deems necessary to verify the requestor's identity, to prevent any data breach.

A copy of the company's POPIA manual will be provided upon request for a fee as prescribed in the Act from time to time.

DATA BREACH

In the event of a data breach, we will notify the affected parties and the Information Regulator in accordance with applicable legislation and regulations. Should you be of the opinion that your data has been leaked or suspect a data breach, we urge you to contact us immediately for investigation and resolution. Should you wish to lodge a complaint, this can be done by contacting the Information Regulator directly and it will be adjudicated accordingly.

CONTACT DETAILS

Please visit the "Contact Us" section on the website or submit a query to privacy@plus94.co.za

DISCLAIMER

Plus 94 Research has ensured that it has adopted numerous safeguards to prevent data breaches that have the potential to compromise personal information held by the company. Despite these safeguards, the user, research respondent or client hereby wholly indemnifies the company against any and all claims and costs resulting from unauthorised malicious cyber-attacks, theft, break-ins, robbery or any unauthorised access to its systems or records at any material time.