

Alberante *Proper*



Privacy Notice

UPDATED: 02/06/2021

We know that you care about your personal data and how it is used, and we want you to trust that **Alberante Proper** uses your personal data carefully. This Privacy Notice will help you understand what personal data we collect, why we collect it and what we do with it.

Please take a moment to familiarise yourself with our privacy practices and let us know if you have any questions by sending us an email at committee@alberanteproper.co.za

Who is collecting it?

Any personal data provided to or collected by Alberante Proper is controlled by Alberante Proper. This Privacy Notice applies to personal data collected by Alberante Proper in connection with the services and products we offer.

What personal data is being collected?

Personal data means any information that can be used to identify directly or indirectly a specific individual. You are not required to provide Alberante Proper the personal data that we request, but if you choose not to do so, we may not be able to provide you with our products or services, or with a high quality of service or respond to any queries you may have. We may collect personal data from a variety of sources.

This includes:

- **Personal data you give us directly,**
- **Personal data we collect automatically, and**
- **Personal data we collect from other sources.**

Personal data means any information that can be used to identify directly or indirectly a specific individual. This definition includes personal data collected by direct marketing campaigns, sweepstakes and competitions and online through our websites, applications and branded pages on third-party platforms and applications accessed or used through third-party platforms. You may be asked to provide your personal data when you are in contact with us.

Ways in which we collect your personal data

We may collect personal data from a variety of **sources**.

This includes:

- **Personal data you give us directly.** We collect data about how you use our services and products. We also collect personal data you provide us when you sign up for a marketing newsletter, complete a survey or register for an account to buy our products. In so doing, we may ask for personal data, such as your name, gender, date of birth, address, email address, telephone number or banking details.
- **Personal data we collect automatically.** We also receive and store certain types of personal data whenever you interact with us online. For example, we use cookies and tracking technologies to obtain personal data when your web browser accesses our websites or advertisements and other content served by or on behalf of Alberante Proper on other websites. Your personal data is also collected when you search, buy, post, participate in a contest or questionnaire or communicate with our customer service teams. Examples of the types of personal data we collect include; IP address, device ID, location data, computer and connection information such as browser type and version, time zone setting, browser plug-in types and versions, operating system, and purchase history – which Alberante Proper sometimes aggregates with similar information from other consumers. During some of your internet browsing on Alberante Proper websites we may also use software tools to measure and collect session information, including page response times, download errors, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We may also collect technical information to help us identify your device for fraud prevention and diagnostic purposes.
- **Personal data we collect from other sources.** We collect personal data from other sources including our trusted partnerships with third-parties and where we operate Alberante Proper accounts on third-party platforms: For example, when you use the “like” functionality on Facebook or the +1 functionality on Google+. Additionally, we receive information about you and other visitors’ interactions with our advertising to measure whether our advertising is relevant and successful. We also collect information about you and your activities from a third-party when we jointly offer services or products, or from third-party data enrichment providers who may deliver insights to Alberante Proper about the personal data we hold.

What purpose do we use your data for?

We collect, process and disclose your personal data only for specific and limited purposes. For example, to process your payments, to assess and handle any complaints, to develop and improve our products, services, communication methods and the functionality of our websites, to provide

personalised products, communications and targeted advertising as well as product recommendations to you.

We collect, process and disclose your personal data for the following purposes:

- To process your payments, if you purchase our products, to provide you with your order status, deal with your enquiries and requests, and assess and handle any complaints;
- To process and answer your inquiries or to contact you to answer your questions and/or requests;
- To develop and improve our products, services, communication methods and the functionality of our websites;
- For the purposes of competitions or promotions that you have entered;
- To communicate information to you and to manage your registration and/or subscription to our newsletter or other communications;
- To manage our everyday business needs regarding your participation in our contests, sweepstakes or promotional activities or request;
- To authenticate the identity of individuals contacting us by telephone, electronic means or otherwise;
- For internal training and quality assurance purposes;
- To understand and assess the interests, wants, and changing needs of consumers, to improve our website, our current products and services, and/or developing new products and services; and
- To provide personalised products, communications and targeted advertising as well as product recommendations to you. In some cases, we rely on legitimate interest for processing your personal data. A legitimate interest could exist for example, when you sign up for a loyalty scheme with one of our brands and we use the personal data collected to conduct data analytics to improve our products or services. This ground will only be used where it is necessary to achieve a legitimate interest, for example to assist in the performance of a contract, or to optimise a service, and does not outweigh your rights as an individual.

This legal basis will only be relied upon where there is no less intrusive way to process your personal data. We can assure you that if legitimate interest is used as a ground for processing your personal data, we will keep a record of this and you have the right to ask for this information. We process your personal data to perform a contract to which you are or will be a party. For example, we need to process your personal data to deliver a product or a service you bought, to allow you to take part in one of our competitions, or to send you samples that you have requested. We also process your personal data when we have a legal obligation (e.g., tax or social security obligations) to perform such processing. For example, a court order or a subpoena may require us to process personal data for a particular purpose, or we may be compelled to process personal data to report suspicious transactions under the local anti-money laundering rules.

Who will it be shared with?

Alberante Proper shares your personal data internally and with selected third-parties. For example, we share your personal data with third-party service providers, other third-parties, as well as in case of business transfers or legal disclosure.

Alberante Proper shares your personal data internally and with selected third-parties in the following circumstances:

- **Third-party service providers.** In order to carry out your requests, respond to your inquiries, fulfil your orders, honour coupons, provide you with samples, enable you to participate in sweepstakes or make various other features, services and materials available to you through our websites we share your personal data with third-party service providers that perform functions on our behalf, such as companies that: host or operate Alberante Proper websites, process payments, analyse data, provide customer service, postal or delivery services, and sponsors or other thirdparties that participate in or administer our promotions. They have access to personal data needed to perform their functions but may not use it for other purposes. Further, they must process this personal data in accordance with this Privacy Notice and as permitted by applicable data protection laws and regulations.
- **Other third-parties.** Your personal data will also be used by us or shared with our sponsors, advertisers, advertising networks, advertising servers, social media networks, and analytics companies or other third-parties in connection with marketing, promotional, data enrichment and other offers, as well as product information.
- **Business transfers.** Your personal data will be used by us for internal reasons, primarily for business and operational purposes. As we continue to develop our business, we may sell or purchase assets, subsidiaries or business units. In such transactions, your personal data generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Notice (unless, of course, you consent otherwise). If another entity acquires us, our businesses or substantially all or part of our assets, or assets related to Alberante Proper websites, your personal data will be disclosed to such entity as part of the due diligence process and will be transferred to such entity as one of the transferred assets. Also, if any bankruptcy or reorganization proceeding is brought by or against us, all such personal data will be considered an asset of ours and as such it is possible they will be sold or transferred to third-parties
- **Legal disclosure.** We may transfer and disclose your personal data to third-parties:
 1. To comply with a legal obligation;
 2. When we believe in good faith that an applicable law requires it;
 3. At the request of governmental authorities conducting an investigation;
 4. To verify or enforce our “Terms of Use” or other applicable policies;
 5. To detect and protect against fraud, or any technical or security vulnerabilities;
 6. To respond to an emergency; or otherwise
 7. To protect the rights, property, safety, or security of third-parties, visitors to Alberante Proper websites, Alberante Proper or the public.

International data transfers

Alberante Proper shares personal data internally or with third-parties for purposes described in this Privacy Notice. Alberante Proper will only send personal data collected within the European Economic Area (EEA) to foreign countries in circumstances such as:

- To follow your instructions;
- To comply with a legal duty; or
- To work with our agents and advisers who we use to help run our business and services. If we do transfer personal data to outside of the EEA, Alberante Proper will make sure that it is protected in the same way as if it was being used in the EEA. We'll use one of the following safeguards:

Transfer to a non-EEA Country whose privacy legislation ensures an adequate level of protection of personal data to the EEA one; or Put in place a contract with the foreign third-party that means they must protect personal data to the same standards as the EEA; or Transfer personal data to organisations that are part of specific agreements on cross-border data transfers with the European Union (e.g., Privacy Shield, a framework that sets privacy standards for data sent between the United States and the European countries).

How do we protect your personal data?

Alberante Proper takes the security of your personal data very seriously. We take every effort to protect your personal data from misuse, interference, loss, unauthorised access, modification or disclosure.

Our measures include implementing appropriate access controls, investing in the latest Information Security Capabilities to protect the IT environments we leverage, and ensuring we encrypt, pseudonymise and anonymise personal data wherever possible.

Access to your personal data is only permitted among our employees and agents on a need-to-know basis and subject to strict contractual confidentiality obligations when processed by third-parties.

How long do we keep your personal data for?

We will keep your personal data for as long as we need it for the purpose it is being processed for. For example, where you make a purchase online with us we will keep the data related to your purchase, so we can perform the specific contract you have entered and after that, we will keep the personal data for a period which enables us to handle or respond to any complaints, queries or concerns relating to the purchase.

Your data may also be retained so that we can continue to improve your experience with us and to ensure that you receive any loyalty rewards which are due to you.

We retain the identifiable data we collect directly for targeting purposes for as little time as possible, after which we employ measures to permanently delete it

We will actively review the personal data we hold and delete it securely, or in some cases anonymise it, when there is no longer a legal, business or consumer need for it to be retained.

What are your rights?

Your rights in relation to your personal data how it is processed. You can exercise these rights at any point. We have provided an overview of these rights below together with what this entails for you. You can exercise your rights by sending an email at committee@alberanteproper.co.za

- **The right to be informed.** You have the right to be provided with clear, transparent and easily understandable information about how we use your personal data and your rights. Therefore, we're providing you with the information in this Notice.
- **The right to access and rectification.** You have the right to access, correct or update your personal data at any time. We understand the importance of this and should you want to exercise your rights, please contact us.
- **The right to data portability.** The personal data you have provided us with is portable. This means it can be moved, copied or transmitted electronically under certain circumstances.
- **The right to be forgotten.** Under certain circumstances, you have right to request that we delete your data. If you wish to delete the personal data we hold about you, please let us know and we will take reasonable steps to respond to your request in accordance with legal requirements. If the personal data we collect is no longer needed for any purposes and we are not required by law to retain it, we will do what we can to delete, destroy or permanently de-identify it.
- **The right to restrict processing.** Under certain circumstances, you have the right to restrict the processing of your personal data.
- **The right to object.** Under certain circumstances, you have the right to object to certain types of processing, including processing for direct marketing (i.e., receiving emails from us notifying you or being contacted with varying potential opportunities).
- **The right to lodge a complaint with a Supervisory Authority.** You have the right to lodge a complaint directly with any local Supervisory Authority about how we process your personal data.
- **The right to withdraw consent.** If you have given your consent to anything we do with your personal data (i.e., we rely on consent as a legal basis for processing your personal data), you have the right to withdraw your consent at any time (although if you do so, it does not mean that anything we have done with your personal data with your consent up to that point is unlawful). You can withdraw your consent to the processing of your personal data at any time by contacting us with the details provided below.

Further information and advice about your rights can be obtained from the data protection Regulator in your Country.

How do we keep this notice up to date?

We will update this Privacy Notice when necessary to reflect customer feedback and changes in our products and services.

We will update this Privacy Notice when necessary to reflect customer feedback and changes in our products and services. When we post changes to this statement, we will revise the “last updated” date at the top of this Notice. If the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of Privacy Notice changes). We will also keep prior versions of this Privacy Notice in an archive for your review.

We will not reduce your rights under this Privacy Notice without your consent.

Additional Privacy Terms or Notices

In addition to this Privacy Notice, there may be specific campaigns or promotions which will be governed by additional privacy terms or notices.

We encourage you to read these additional terms or notices before participating in any such campaigns or promotions as you will be required to comply with them if you participate. Any additional privacy terms or notices will be made prominently available to you.