

PRIVACY POLICY

BAKER STREET ANALYTICS ACCOUNT VERIFICATION SERVICES

In this policy the following words and expressions shall, in addition to their respective ordinary meanings, bear the following meanings assigned to each of them respectively:

“the Act”	means the Protection of Personal Information Act, 2013;
“the Service Provider”	means Baker Street Analytics , registration number 2017/074261/07 ;
“the Company”	means the “ User and Client ”;
“Device”	means any computer used to access the Service, including the desktop;
“the Service”	means Account Verification Services ;
“the Databases”	means Account Verification Services Databases ;
“the Data”	means Personal Information as per the Act ;
“the Files”	means the Company imported Database and Files and the Service exported excel files from the Account Verification Services ;
“the Users”	means the Company Client Employee’s approved to use the Account Verification Services ;

This Privacy Policy provides the Company with the Service Provider’s policies and procedures of for collecting, using, processing and disclosing Propriety information and Personal Information as stipulated in the Act through use of the Service.

The Users can access the Service through the Company and Service Provider approved users process. This Privacy Policy governs the access of the Service, how the Service is accessed, the collection of, transfer, processing, storage, disclosure and other uses described in this Privacy Policy on these terms and conditions. All of the different forms of data, content, and information described below are collectively referred to as “**Information**.”

1. The Information Collected And Stored

As part of the Service, the Service Provider stores the following Information when running the Service, the Databases and the Files for Information.

Information Provided

The Company’s use of the Service and the Databases requires access to certain personal information, such as input and output name, phone number, email address and addresses of consented / opted-in Data as per the Act.

Files

The Files created by the Users, upload, download, or access with the Service; If the User adds

or creates a File with Information in the course of using the Service from the Databases, a Log Data file will be recorded for auditing purpose. The Files are to be used in the manner agreed and are required to be destroyed once the Campaign has been completed.

Log Data

When the User makes use of the Service, the Service Provider automatically records information from the Service, its software, and the Users activity using the Services. This may include the Device's Internet Protocol ("IP") address, information searched for on the Service, locale preferences, identification numbers associated with the Service, the Files and the Information relating to use on the Device, date and time stamps associated with exports and lookups, system configuration information, metadata concerning the Files, and other interactions with the Service.

2. The Use of Personal Information

Personal Information

In the course of using the Service, the User is granted access to the Databases containing personal information that can be used to contact or identify an individual ("**Personal Information**"). Personal Information is or may be used: (i) marketing purposes and services, (ii) profiling individual or aggregated purposes, (iii) to better understand the individual needs and interests, (iv) to personalize and improve individual experience, and (v) to provide or offer products and product announcements. Should an individual no longer wish to receive communications from the Company, please notify the Service Provider of the "unsubscribe" instructions provided in any of those communications.

Analytics

The Service Provider as part of the Service offering in this contract, collects information (using third party services, namely Microsoft Power BI), which in aggregated form does not correlate to Personal Information. The use of this information for the purposes stipulated in this contract, analyse the Database, the Service and the Data, for technical and propriety purposes.

3. Information Sharing and Disclosure

The Databases

The Databases, the Files, the Information will not be made available to any other Users in the course of utilising the Service. The Company can review and revise the Database, the Information at any time. The Service Provider may at the Company's discretion provide an option to on sell the Database to third parties and use of the Service is premised on the consent to such sale and/or disposal.

Service Providers, Business Partners and Others

The Service Provider may use certain trusted third party companies and individuals to help provide, analyse, and improve the Service (including but not limited to data storage, maintenance services, database management, web analytics, payment processing, and improvement of the Service's features). These third parties may have limited or restricted access to the Information only for purposes of performing these tasks on the Service Provider's behalf and under obligations similar to those in this Privacy Policy.

Compliance with Laws and Law Enforcement Requests; Protection of the Company's Rights

The Service Provider may disclose to third parties files stored on behalf of the Company's account and information about the Company that is collected and stored when the Service Provider have a good faith belief that disclosure is reasonably necessary in order to:

in order to comply with a law, including all necessary Acts;

in order protect the safety of any person from death or serious bodily injury;

prevent fraud or abuse; or

to protect the Company's property rights.

Non-private or Non-Personal Information

The Service Provider may disclose the Company's non-private, aggregated, or otherwise non-personal information, such as usage statistics of our Service with permission from the Company.

4. Changing or Deleting the Company's Databases, Data and Information

At the request of the Company, and at the end of the Contract Term, the Database will be deleted once all outstanding payments have been received and accounts have been settled.

5. Data Retention

The Service Provider will retain the Databases information for as long as the Company's account is active and up-to-date or as needed to provide the Services. If the Company wishes to cancel the Service, the Database will be deleted at the Company's request. The Service Provider may retain and use the Database information and documents contained in the Database, Service and Log Data as necessary to comply with its legal obligations, resolve disputes, and enforce the agreements.

6. Security

The security of the Databases is important to the Service Provider. The Databases are encrypted, the transmission of that information using the Service is via secure socket layer technology (SSL).

7. Contacting Us

If you have any questions about this Privacy Policy, please contact us at:

compliance@bakerst.co.za

8. Compliance with the Act

The whole of this Privacy Policy is subject to, and shall be interpreted in compliance with the Act.

9. Changes to the Privacy Policy

This Privacy Policy may change from time to time. If the Service Provider makes a change to this privacy policy that it believes materially reduces the Company's rights, the Service Provider will provide with notice (for example, by email). And the Service Provider may provide notice of changes in other circumstances as well. By continuing to use the Service after those changes become effective, the Company agrees to be bound by the revised Privacy Policy.