

## **THE BEST Funeral Society (Pty) Ltd. (TBFS) - Privacy Policy**

We at TBFS value the importance of protecting your personal information and we subscribe to the principles as outlined in Section 51 of the Electronic Communications and Transactions Act 2002.

Personal information for the purpose of this document means all information specific to you, which are provided to TBFS via the internet (in other words - information that identifies you). This includes for example the following:

- Personal information that you may provide to TBFS to obtain inter alia an online quotation
- Your name and surname
- Age
- Marital status
- Identity number
- Date of birth
- E- mail address
- Contact number(s)
- Password & Username

We will take reasonable steps to protect your personal information from loss, misuse or unauthorized alteration. The information we maintain concerning you is stored in databases that have built-in safeguards to ensure the privacy and confidentiality of that information. However, please note that TBFS cannot guarantee the security of any personal information that you disclose online. When you use the on-line services provided by us, you will be given a user name and password. You must always keep this information secret and ensure that it is not disclosed to anyone.

Whenever you use this website, complete a quotation or application form or contact us electronically, we will process and collect your personal information.

### **Online advertising**

TBFS engages third parties that help it deliver its banner advertisements and other online communications. The third parties may collect and use information about TBFS customers that is limited to web browser behaviour to help us understand the offers, promotions, and types of advertising that are most appealing to its customers. The information they collect is aggregated and cannot be linked to a person or any specific information about that person. If you do not wish your personal information to be used in this way, please notify us.

- Third party vendors, including Google, show TBFS's ads on sites on the internet.
- Third party vendors, including Google, use cookies to serve ads based on a user's prior visits to TBFS's website.
- Users may opt out of Google use of cookies by visiting the Google advertising opt-out page or by visiting the Network Advertising Initiative opt out.

We at TBFS will use your personal information only as appropriate in the normal course of business. The following are reasons why we would collect your personal information:

- To identify you
- For us to process your instructions to us
- To manage your policy/ies
- Compliance with the laws of the Republic of South Africa
- Detecting fraud
- Contacting you via e-mail or telephone

TBFS does not permit the selling or providing of personal information to third parties for independent use. At TBFS we may however share your personal information with our partners if that information is required to provide you with the product or services requested by you. Our business partners will adhere to using your personal information as directed by TBFS.

We will disclose your personal information when required to do so

- by any regulatory authority (like the Financial Services Board) for the various financial sectors
- to comply with any regulation passed under relevant legislation, or any legal process
- to protect and defend TBFS' s rights and property (including TBFS's intellectual property), or
- when you have expressly authorized TBFS to do so.

You have the right to access your own personal information that TBFS keeps about you by following the procedures available under the TBFS Promotion to Access to Information Act Manual available from the TBFS website.

TBFS reserve the right in our sole discretion to amend this Privacy Policy from time to time and you agree that you will review the terms of this Privacy Policy whenever you visit our website for any such amendments.

This Privacy Policy will be governed by and construed and interpreted in accordance with the laws of the Republic of South Africa.

When you do visit our website and in the process provide us with your personal information you will be agreeing to the provisions set out above. You also authorize TBFS to act on the information that you send electronically. Ensure that you have read and understood the terms and conditions of this Privacy Policy before you provide us with your personal information.