



TheEyeMakers

PRIVACY POLICY

TheEyeMakers respects the personal privacy of all customers. We therefore take all our obligations for processing personal information, very seriously.

This Privacy Policy governs the manner in which TheEyeMakers treats your personal information collected electronically when you use our website and when providing medical ad personal details instore.

We respect your privacy and your personal information, and for this reason, we take all reasonable measures, in accordance with this Privacy Policy, to protect your personal information and to keep it confidential, even when you are no longer our customer. TheEyeMakers will comply with all applicable provisions of the Protection of Personal Information Act No.4 of 2013 ("POPI") by giving effect to the constitutional right to privacy by processing personal information lawfully, by safeguarding personal information against unauthorised distribution and use, by acknowledging rights and remedies given to the user by POPI.

We also voluntarily subscribe to the principles, outlined in Section 51 of the Electronic Communications and Transactions Act 2002 ('ECT Act'), which govern your right to having your personal information kept private. The principles contained can be summarized as follows –

1. We will only collect, disclose, collate, process and store ('use') your personal information with your express written permission unless legally required to do so, and will only use such information for the lawful purpose for which it is required.
2. We will disclose in writing, the specific purpose for which we use, request and store your personal information. We will also keep a record of that personal information and the specific purpose for which we collect it.
3. We will not use your personal information for any other purpose, other than that which we disclosed to you, unless you give us your express written permission to do so, or unless we are permitted to do so by law.
4. You hereby provide us with your express written permission to use your personal information to analyse and combine your personal information for the purposes of compiling a profile of you, and to send promotional material to you in the ordinary course of our business of providing you with the services.

Promotional information and surveys

We aspire to provide exceptional service to you which necessitates that we provide you with information regarding new services or special offers. In each instance, you will be provided an opportunity to opt out of such information circulars.

The meaning of Personal Information

Personal information refers to information that identifies or relates specifically to you, for example, your name, age and identity number, contact telephone numbers (including mobile), e-mail and postal addresses, your prescription supplied by your optometrists and any information that you provide by filling in forms on the website. In short, any information that we know about you will be regarded as your personal information.

The reasons for collecting and using Personal Information

In order to make your use of this website and all products and services offered on this website as successful and pleasurable as possible, it is necessary for us to find out exactly what you need and want from us. The following are reasons why we would collect your personal information –

1. to identify you;
2. in order for us to process your instructions or requests, including but not limited to, processing data relating to your medical aid, credit/debit card and order details to enable the fulfilment of your order;
3. in order for us to ensure that we meet your needs, we may collect and analyse your personal information and combine all the information that we have about you to compile a profile of you in order for us to personalise and tailor our services to meet your specific needs;

Once we have collected and analysed your personal information, we may send you promotional material or details which we think may be of interest to you. If any of this promotional information relates to products, promotions, news or services of an affiliate party, and if you indicate that you would like more details, we may inform the affiliate party to contact you directly. We will however, only inform an affiliate party to contact you directly if you have indicated that this is agreeable to you.

Your privacy is important to us. We will therefore not sell, rent or provide your personal information to unauthorised entities or other third parties, for their independent use, without your consent.

If at any stage, after you have given us your consent, you no longer wish us to use or share your personal information with an affiliate party, you may at any stage withdraw your consent.

Protection of your Personal Information

We value the information that you choose to provide us with and will therefore take reasonable steps to protect your personal information from loss, misuse or unauthorised alteration. The information we maintain concerning our customers is stored in databases that have built-in safeguards to ensure the privacy and confidentiality of that information.

When you use the services or facilities provided by us, you may be given an access number, user name, password and/or personal identification number (PIN). You are responsible for maintaining the secrecy and confidentiality of your user name, access card, password and/or personal identification number ('PIN').

Personal Information held by or disclosed by you to a third party

Because we are not responsible for any representations or information or warranties or content on any website of an affiliate party (including websites linked to this website or websites facilitated by us), we do not exercise control over affiliate parties' privacy policies and you should refer to the privacy policy of any such affiliate party to see how such party protects your privacy.

Cookies

You agree that we shall be entitled to send 'cookies' from this website to your computer. We use the word 'cookie' to refer to information that is sent from this website to your hard drive, where it is saved and contains information to personalise your experience on this website. In this way, the next time you use this website we will know who you are and that you have visited this website before.

Changes to this Privacy Policy

We reserve the right, in our sole discretion to amend (including without limitation, by the addition of new terms and conditions) this Privacy Policy from time to time. You agree to review the Privacy Policy whenever you visit this website for any such amendments. Save as expressly provided to the contrary in this Privacy Policy, the amended version of the Privacy Policy shall supersede and replace all previous versions thereof.

Disclaimer

We are committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information from unauthorised access and use. As effective as modern security practices are, no physical or electronic security system is entirely secure. We cannot guarantee the complete security of our database, nor can we guarantee that information you supply will not be intercepted while being

transmitted to us over the Internet. Any transmission is at your own risk. In the event that there is an interception of your personal information or unauthorised access or use of our database, we will not be liable or responsible for any resulting misuse of your personal information.

We have no control over the contents of third party sites or resources which are linked to the website and we accept no responsibility or liability for them or the privacy practices they use or for any loss or damage that may arise from your use of such websites or resources.

Applicable Laws

This Privacy Policy will be governed by and construed and interpreted in accordance with the laws of the Republic of South Africa. To the extent that a court has jurisdiction over any dispute which may arise out of or in connection with this Privacy Policy, we both submit to the jurisdiction of the High Court of South Africa.