

PEPKOR

Holdings Limited

REGISTRATION NUMBER

2017/221869/06

(“The Company” or “Pepkor”)

THE PROTECTION OF PERSONAL
INFORMATION ACT
(POPIA)

PRIVACY VALUES



YOUR PRIVACY

You may have heard of The Protection of Personal Information Act, 2013 (POPIA), which gives effect to your constitutional right to privacy. Your personal information is your most valuable asset and Pepkor is committed to ensuring your personal information is used appropriately, transparently and in accordance with applicable law/s. As a result, we have updated our Privacy Statement as well as related policies and terms and conditions.

This is a summary of our core privacy values and practices as it relates to your personal information. For more information, please refer to the [detailed version](#) of our Privacy Statement.



WHO WE ARE

Pepkor refers to our holding company, Pepkor Holdings Limited (Pepkor) and all of its subsidiaries, which you may know as the following brands: PEP, Ackermans, Tekkie Town, Dunns, Refinery, Shoe City, S.P.C.C, CODE, Russells, Bradlows, Rochester, Sleepmasters, Incredible Connection, HiFi Corp, BUCO, Timber City, Tiletoria, Flash and Capfin. Further information about our different brands can be found on the [Pepkor website](#). If you have any questions regarding our Privacy Statement, please contact our Information Officer, whose contact details can be found in our Privacy Statement.

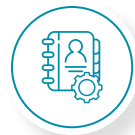


THE PERSONAL INFORMATION WE MAY COLLECT

When you open an account with us; shop at one of our stores; join one of our rewards programmes, where applicable; sign up to our newsletters; connect to our Wi-Fi; enter any of our competitions; visit one of our websites or download or use one of our apps; we may collect, only where necessary, the following information from you:

- ▶ Your name, surname, identity/passport number, contact information and residential/postal address
- ▶ Your age, gender, ethnicity, marital status and language
- ▶ Your employment, banking and financial information
- ▶ Any other form of personal information that we may reasonably require to offer or provide any of our services or products to you
- ▶ Information we collect through cookies and similar technologies –see more below under the headings 'Cookies' and 'Website Analytics'

For more detail regarding what personal information we collect, please refer to our [Privacy Statement](#).



WHAT WE DO WITH YOUR PERSONAL INFORMATION

We may use, transfer and disclose your personal information for a number of different purposes. For example, we use it to:

- ▶ provide you with our services and products, including assessing whether you qualify for credit;
- ▶ manage your account or relationship with us;
- ▶ communicate with you if we have any special offers, discounts or competitions for you, or where you have consented to it, provide you with special offers from our third-party partners;
- ▶ comply with any applicable law that requires us to use your information, or where we need to do so in order to protect any interest that you, Pepkor and its subsidiaries, or another party may have.

We also employ the use of Google Analytics, which is used to view your activity on our websites. This information is used to optimise our services based on your activity on our websites and to enhance the overall user experience, as well as the development of products that best suit your needs. For more information on Google Analytics, please follow [this link](#).

For more information on what we do with your personal information, please refer to our [Privacy Statement](#).



COOKIES

We may use cookies and other techniques such as web beacons when you visit our websites. Cookies are small text files used by us to recognise repeat users, facilitate your ongoing access to and use of our websites, and allow us to track your usage behaviour and compile aggregate data that will allow us to improve the functionality of our websites and content. Web beacons are small, clear picture files used to follow your movements on our websites – for example, storing your preferred settings for the next time you visit.

You may at any time decline cookies in your web browser settings, but this may prevent you from taking full advantage of our websites. For more information about how we use cookies, please refer to our [Cookie policy](#).



WEBSITE ANALYTICS

In order to ensure that the content of our websites remains up to date, user-friendly and comprehensive, we employ web analytics tools – the predominant one being Google Analytics, which is a web analysis tool from Google LLC. This service uses cookies that track your preferences during your visits to our websites and allows us to simplify navigation and make our website more user-friendly. The information that is used during this process (which includes your IP address) is de-identified and makes personal identification impossible.

Pepkor and its subsidiaries may make use of first-party and third-party cookies, as well as web beacons and similar technologies to deliver measurement services and targeted advertising to visitors. Cookies may include, but are not limited to, Google Analytics cookies, Google Ads cookies, and Facebook Event Tracking cookies. No personal information is shared with any third party outside of Pepkor and its subsidiaries when providing these targeted services.



SHARING YOUR PERSONAL INFORMATION

We do not share your personal information with entities/ individuals outside of Pepkor and its subsidiaries, but in some instances, we have service providers that assist us with some of the services or products we provide to you. In these instances, we do share your information with them, but we have formal contractual agreements in place to ensure that your information is protected.



SAFEGUARDING YOUR PERSONAL INFORMATION

The protection of your personal information is important to us, and therefore we ensure all reasonable practicable organisational and technical measures are taken to protect your personal information. If you have any questions regarding the protection of your information you are welcome to contact our Information Officer, whose contact details can be found in our [Privacy Statement](#).



YOUR RIGHTS

As this is your personal information, you have options available to you. You may:

- ▶ ask us to confirm what information we hold of you and also to either delete, correct or destroy that information – refer to our [PAIA manual](#) for instructions on how to do this;
- ▶ object to us using your information if you have reasonable grounds to believe we should not be using your information – refer to our [PAIA manual](#) for instructions on how to do this; an.
- ▶ ask us not to use your information for direct marketing or, if you have consented to direct marketing, you may withdraw that consent at any time – contact our call centre on 0860 900 100 to opt out of direct marketing communications.

Please note that when you exercise the above options of objecting to us processing your personal information, we may not be able to continue providing you with our services or products.



UPDATES TO OUR PRIVACY VALUES

We may update our [Privacy Statement](#) from time to time, but you can always accept that the one available on our website is the most up-to-date version.