



## PRIVACY POLICY

**EDGE GROWTH BUSINESS DEVELOPMENT (PTY) LIMITED**

**EDGE GROWTH VENTURES**

**EDGE GROWTH ACCELERATE (10X-E)**

**EDGE GROWTH ACCESS**

**COLLECTIVELY "EDGE"**

## PRIVACY POLICY

Edge Growth Business Development Proprietary Limited ("**Edge Growth**", "**us**", "**we**", or "**our**") are committed to comply with data privacy legislation. We will only process your personal information in accordance with relevant laws and our Privacy Policy, contained in this document.

This Privacy Policy applies to all our Platforms. "**Platforms**" refers to all our websites, mobile sites, mobile applications, online web applications, tools, software-based services, social media platforms, emails, or any other technology or mechanism you may use to interact with us;

This privacy policy describes how we process the information we collect and receive from you. **By using our Platforms, you agree to the provisions of this Privacy Policy. Should you not agree to the provisions of this Privacy Policy, you should not use our Platforms.**

### 1. **Information we collect**

We may collect different types of information from you in the following ways:

#### 1.1. **Information you give us**

We may ask you to provide us with certain information about you. This includes any information (including personal information) that you provide to us directly, whether through our Platforms, phone, data messages, social media, fax or any other medium. This includes, but is not limited to, information you provide to us:

- 1.1.1. by filling in forms on our Platforms (when you sign up for an account or when you subscribe or register to use services or access data on our Platforms);
- 1.1.2. when you enter a competition, promotion or complete a survey;
- 1.1.3. by posting or uploading any data, content or comments to our Platforms;
- 1.1.4. when you contact us; or
- 1.1.5. when you otherwise provide information directly to us.

#### 1.2. **Information we collect or receive when you use our Platforms**

We collect information through various means when you use our Platforms. This may include using cookies, web beacons and other tracking technologies. You can manage or disable these tracking technologies in your browser settings. Depending on how you access and use our Platforms, we may receive or collect:

- 1.2.1. log information (information about your interactions with our Platforms and other services you use, the time and date of your visit, the time spend on a page, the pages you visit, or the content you view and the search queries you submit);
- 1.2.2. information we infer about you based on your interaction with our Platforms;

- 1.2.3. device information (the type of device you're using, how you access our Platforms, your browser type, browser version, or operating system, diagnostic data and your Internet Protocol ("IP") address);
- 1.2.4. location information (your device's GPS signal and information about nearby WiFi networks and cell towers). We get this information when you use location-enabled services. You can disable location services when you use our Platforms, through your device settings;
- 1.2.5. data about you or your business, including but not limited to, data that will allow us to determine patterns, trends and/or risks in an industry; and
- 1.2.6. Google Analytics (website traffic data – also refer to clause 3.2.7 below).

### 1.3. **Information from third-party sources**

We may receive additional information about you that is publicly or commercially available, or that you consented to us receiving from third parties and combine that with the information we have collected or received about you in other ways. We may also receive information about you when you choose to connect with social networking services while using our Platforms.

## 2. **How we use the information we collect and receive**

We use the information we collect and receive for the following general purposes:

- 2.1. to provide you with information or services you request from us;
- 2.2. to improve and maintain our Platforms;
- 2.3. to be effective and relevant in the services we provide you;
- 2.4. to provide you with support;
- 2.5. to communicate with you;
- 2.6. to allow you to participate in interactive features of our Platforms when you choose to do so;
- 2.7. to monitor the usage of our Platforms;
- 2.8. to provide effective advertising (provide you with news, special offers and general information about other services and events which we offer, that are similar to those that you have already purchased or enquired about); and
- 2.9. to create anonymized databases and reports, including but not limited to, industry benchmarking and other aggregated reports, trend/pattern reports, risk profile reports, all of which we may provide or sell to our customers or other third parties.

## 3. **How we share the information we collect and receive**

- 3.1. We don't sell your personal information to third parties.
- 3.2. We may share your information with:
  - 3.2.1. our affiliates, in other words, other companies in our group;

- 3.2.2. third parties, where we share anonymized data and reports (we share non-personally identifiable information (anonymized data) with our customers or third parties, by using the data we collected to create aggregated and anonymized reports;
- 3.2.3. third parties, where you provided consent for us to share your information;
- 3.2.4. other parties in response to legal process, laws, or when necessary to conduct or protect our legal rights;
- 3.2.5. other parties in connection with certain business transactions (in the event that we restructure or sell any of our businesses or assets, we may disclose your personal information to the prospective buyer of such business or assets or other transacting party);
- 3.2.6. companies that provide services to us or you (companies that provide services to us or you, or act on our behalf may have access to information about you. These companies are limited in their ability to use information they receive in the course of providing services to us or you);
- 3.2.7. Google Analytics (Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Platforms. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about your activities. For more information on the privacy practices of Google, visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>).

#### 4. **Your choices**

- 4.1. You have the right to ask us not to contact you for marketing purposes. You can exercise this right at any time by using any of the various "opt-out" options that we will always provide to you when we communicate with you. We won't send you marketing messages if you tell us not to, but we will still send you service-related messages.
- 4.2. You can update or correct your personal information directly within your account settings section. If you are unable to change your personal information, please contact us to make the required changes.
- 4.3. If you wish to be informed regarding what personal information we hold about you and if you want it to be removed from our systems, please contact us.

#### 5. **Monitoring of communications**

We may monitor and record our communications with you, including e-mails and phone conversations. Information which we collect may then be used for training purposes, quality assurance, to record details about the products and services you use or ask us about, and in order to meet our legal and regulatory obligations generally.

## 6. Retention of data

- 6.1. We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy or to comply with our legal obligations, resolve disputes, and enforce our legal agreements and policies.
- 6.2. We may retain data for internal analysis purposes, in order to continue to provide services to our customers and for market research and analytical purposes.

## 7. Transfer of data

- 7.1. We are based in and operate from South Africa. Your information, including personal information, may be transferred to and maintained on servers located outside of your country, where the data privacy laws, regulations and standards, may not be equivalent to the laws in your country of residence.
- 7.2. We may transfer your personal information to places outside of South Africa and store it there, where our suppliers may process it. If that happens, we require our suppliers to apply the same security standards as when we process your information in South Africa.
- 7.3. Your use of our Platforms followed by your submission of such information to us, represents your agreement to such transfer.
- 7.4. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

## 8. Security of data

While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security. However, we do employ a number of safeguards intended to mitigate the risk of unauthorized access or disclosure of your information. We will do our best to protect your personal information and we will use up to date technology that will help us to do this. We will at all times comply with our legal obligation to secure your personal information.

## 9. Payments service providers

- 9.1. We may provide paid products and/or services on our Platforms. We use third-party services for payment processing.
- 9.2. We will not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their privacy policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.
- 9.3. The payment processor we work with is Payfast. Their privacy policy can be viewed at <https://www.payfast.co.za/privacy-policy/>.

**10. Links to other sites**

- 10.1. Our Platforms may contain links to or from other websites, mobile applications or services of third parties, advertisers or affiliates, that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the privacy policy of every site you visit.
- 10.2. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

**11. Changes to this privacy policy**

- 11.1. We may update this Privacy Policy from time to time. Any changes to this Privacy Policy will be posted on our Platforms.
- 11.2. You are advised to visit our website periodically and review our Privacy Policy. Changes to our Privacy Policy are effective from when they are posted on our Platforms.

**12. Contact us**

If you have any questions about this privacy policy, please contact us at [atinfo@edgegrowth.com](mailto:atinfo@edgegrowth.com)