

## Homewood Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from (the "Site").

### **PERSONAL INFORMATION WE COLLECT**

When you visit the Homewood Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers) email address, and phone number. We refer to this information as "Order Information."

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Order Information.

### **HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Order Information that we collect generally to fulfil any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.
- We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns)

### **SHARING YOUR PERSONAL INFORMATION**

We share your Personal Information with third parties to help us use your Personal Information, as described above. We use Google Analytics to help us understand how our customers use the Site - you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## **BEHAVIOURAL ADVERTISING**

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. We use this information to contact you regarding current or new Goods or any other goods offered by us (unless you have opted out from receiving marketing material from us). We also use personal information to inform you of new features, special offers and promotional competitions offered by us (unless you have opted out from receiving marketing material from us).

To prevent your Personal Information from being used by Google Analytics you can install an opt-out browser add-on (visit <https://tools.google.com/dlpage/gaoptout> for details).

## **DO NOT TRACK**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

## **YOUR RIGHTS**

You have the following rights in respect of your Personal Information that we process.

- You may enquire from us whether we hold your Personal Information, (we will only provide you with this information when you provide us with adequate proof of your identity).
- Where necessary, you may request the correction or deletion of your Personal Information and/or object to, restrict or limit the processing of your Personal information.
- You may also object to using your Personal Information for purposes of direct marketing.
- You can exercise any of your rights listed above by sending an email to [marketing@homewood.co.za](mailto:marketing@homewood.co.za). If you want to change your email preferences, you can do so by updating your preference settings on the most recent email that you received from us.
- Where we have reasonable doubt as to the identity of the person making an enquiry we may request additional information to confirm the identity of the person, such as an identity document, including a driver's licence or passport.

Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply. Should we determine that you are not entitled to exercise a specific right, we will provide you with the reasons why.

Should we have reasonable grounds to believe that your Personal Information has been accessed or acquired by any unauthorised person, we will, as soon as is reasonably possible and lawfully required, notify the applicable regulator, as well as yourself, unless we are unable to establish the identity of the Personal Information that has been unlawfully accessed.

## **DATA RETENTION**

We will keep your Personal Information for different periods of time depending on the use or purpose your Personal Information was provided or collected for, as well as your preferences regarding marketing and other correspondence.

We will only keep your Personal Information for as long as necessary to fulfil the purposes set out in this Policy, unless:

- Retention of the Personal Information is required or authorised by law; or you have consented to the retention of the PI.

We will safely delete or destroy Personal Information which we are no longer required or not permitted to retain, or for which we do not have your consent.

## **CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

## **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [marketing@homewood.co.za](mailto:marketing@homewood.co.za) or by phone – (Insert phone number)