

PROMINENT PAINTS

PRIVACY POLICY

Website: <https://www.prominentpaints.co.za/>

1. Introduction

This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website and place orders for coatings and related products. We are committed to protecting your privacy and ensuring that your personal information is processed in accordance with the Protection of Personal Information Act 4 of 2013 (**POPIA**). By using our website, you agree to the terms of this Privacy Policy.

2. Personal Information We Collect

2.1 We may collect the following personal information when you interact with our website:

- 2.1.1 full name;
- 2.1.2 contact number;
- 2.1.3 email address;
- 2.1.4 delivery/personal address;
- 2.1.5 payment card details (processed securely via third-party payment gateway);
- 2.1.6 IP address and browser information;
- 2.1.7 purchase history; and
- 2.1.8 other information which may be interpreted as personal information.

3. Purpose of Collection

3.1 We collect your personal information for the following purposes:

- 3.1.1 to process and deliver your orders;
- 3.1.2 to communicate with you regarding your purchases;
- 3.1.3 to improve our website and customer experience;
- 3.1.4 to comply with legal and regulatory obligations; and
- 3.1.5 to send you marketing communications (only with your consent).

4. Legal Basis for Processing

4.1 We process your personal information based on:

- 4.1.1 your consent (e.g., for marketing communications);

- 4.1.2 the performance of a contract (e.g., fulfilling your order);
- 4.1.3 legal obligations (e.g., tax and accounting compliance); and
- 4.1.4 our legitimate interests (e.g., improving services).

5. **Disclosure of Personal Information**

5.1 We do not sell your personal information. We may share relevant portions of it with:

- 5.1.1 delivery service providers;
- 5.1.2 payment processors;
- 5.1.3 IT and website hosting providers; and
- 5.1.4 regulatory authorities (if required by law).

5.2 All third parties are bound by confidentiality and data protection obligations.

6. **Data Security**

We implement appropriate technical and organisational measures to protect your personal information from unauthorised access, loss, or misuse. Payment information is encrypted and processed securely via Payfast.

7. **Cookies and Tracking Technologies**

Our website uses cookies to enhance user experience and analyse website traffic. You can manage cookie preferences via your browser settings.

8. **Your Rights Under POPIA**

8.1 You have the right to:

- 8.1.1 access your personal information;
- 8.1.2 correct or update your information;
- 8.1.3 object to processing for direct marketing;
- 8.1.4 withdraw your consent to any processing of your personal information at any time; and
- 8.1.5 request deletion of your data (subject to legal retention requirements)

8.2 To exercise these rights, contact our Information Officer at john.annandale@prominentpaints.co.za.

9. **Retention of Personal Information**

We retain personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law.

10. **Changes to This Policy**

We may update this Privacy Policy from time to time. Changes will be posted on this page with the updated effective date.

11. **Contact Us**

If you have any questions or concerns about this Privacy Policy or how your personal information is handled, please contact:

Information Officer

John Annandale

john.annandale@prominentpaints.co.za.

+27 (11) 389 4606