

## **PRIVACY NOTICE**

Worcester Bakwerke (Pty) Ltd (“Worcester Bakwerke”) is committed to protecting the User’s privacy. This privacy policy explains the manner in which Worcester Bakwerke collect, use, maintain and disclose customer information as well as what the User’s access rights to the information and/or data are.

### **Personal identification information**

Worcester Bakwerke may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit the website, complete any online form, and in connection with other services, features, or resources Worcester Bakwerke makes available on the website.

*Information that a user may provide:*

Worcester Bakwerke may collect information from the User, including but not limited to one or more of the following fields:

- Personal details such as name, surname, gender;
- Contact details, such as email address and contact number;
- Preferences with respect to the use of website.

*Collecting of service-related information*

The following types of information are collected in the background through the User’s use of the website:

- System data relating to the User’s device or internet connection, such as the User’s device’s operating system, browser, or IP address;
- Usage data regarding the User’s use of the website; and
- Analytics data in aggregate and anonymous format via third party tracking services such as Google Analytics.

### **Cookies policy**

Worcester Bakwerke's website may use “cookies” to enhance User experience. User’s web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. A cookie is a small text file stored by the User’s browser (for instance, Internet Explorer or Chrome) on the User’s computer or mobile device. Worcester Bakwerke uses cookies to authenticate returning customers and to prevent fraudulent use of User accounts. Cookies can be disabled in the browser settings, but if a User disables them, they will not be able to log into the Worcester Bakwerke's website or some parts of the website may not function properly.

### **Security and protection of information**

The User’s user and system data are private and confidential and are treated as such. Worcester Bakwerke takes all reasonable steps to secure and protect your data during hosting and transmission and to ensure that your information is handled in accordance with the Terms.

However, it is possible for internet-based communications to be intercepted or servers to be hacked. Worcester Bakwerke will not be responsible for any damages the User, or any third party may suffer as a result of the hosting or transmission of confidential or disclosed information that the User makes to

Worcester Bakwerke through the Internet, or that the User expressly or implicitly authorizes Worcester Bakwerke to make, or for any errors or any changes made to any transmitted information.

To ensure acquaintance with and awareness of the privacy measures and policies of Worcester Bakwerke, the User is urged to take care to read and understand the underlying privacy clauses incorporated in these Terms.

## **Using and sharing of information**

Worcester Bakwerke may not use and share the User and system data it collects from the User.

Worcester Bakwerke undertakes not to share any of the User's User or system data that are deemed of a personal or private nature.

Worcester Bakwerke retains the right to transfer the User's information to a new owner if the ownership of all or substantially all of our business should change, in which case the terms of Notice will still apply until the Terms are updated or amended by the acquiring party upon notice to the User.

Worcester Bakwerke may release account information or User Data when we believe, in good faith, that such release is reasonably necessary to (a) comply with law, (b) enforce or apply the terms of any of our user agreements or (c) protect our, our Users or any other relevant third parties' rights, property or safety.

## **Using data for research and benchmark purposes**

The User hereby provides consent for their de-identified User and system data to be used for research relating to purchases of the Worcester Bakwerke services. The User also consents to the use of aggregate User and system data for statistical and benchmark purposes.

## **Local Storage**

Local storage is a more secure way for web-applications to store large amounts of data locally in the User's browser without affecting the web-application's performance. Worcester Bakwerke uses local storage to store some of the User Data to improve the application's performance and to allow the User to use the application to some extent, whilst offline when an Internet connection is not available.

When a User logs out of the Worcester Bakwerke website any information stored in local storage is cleared. The User can choose to disable local storage in the settings menu. Please note that disabling local storage will detrimentally affect the User's experience with the Worcester Bakwerke website.

## **Data Protection and use of information**

Worcester Bakwerke may, and the User expressly consents to, the collecting and processing of their User Data and system data by Worcester Bakwerke to open, administer, and operate the User's profile and to contact the User to provide any combination of services linked to Worcester Bakwerke; carry out statistical and other analysis to identify potential markets and trends; and develop new products and services.

The User expressly consents that Worcester Bakwerke may process and further process the User Data and system data within Worcester Bakwerke for the above purposes; disclose their Personal Information to

any person who provides services to Worcester Bakwerke or acts as their agent or to whom Worcester Bakwerke has transferred or proposed to transfer any of their rights and duties in respect of a user's account and/or share the User's User Data and System Data with their services providers, locally and outside the Republic of South Africa, as necessary. Worcester Bakwerke demands that any third-party service providers to Worcester Bakwerke agrees to their strict privacy policies if they need to access any Personal Information to carry out their services.

The User acknowledges that Worcester Bakwerke will at all times remain responsible for determining the purpose of and means for processing the User's User Data and system data; and Worcester Bakwerke is required by legislation to collect certain of Personal Information from the User, without which Worcester Bakwerke will be unable to offer the Worcester Bakwerke services for purchase by a User.

The User agrees that they are providing Worcester Bakwerke with their Personal Information voluntarily and freely.

Whenever the User is of the opinion that Worcester Bakwerke fails to comply with the Privacy Policy as set out herein, the User will contact Worcester Bakwerke by sending a request on the "contact us" tab. Worcester Bakwerke will review the User's representations made by email and, if within their sole and absolute discretion advisable, take corrective action and in any event within 7 (seven) days respond to User informing about corrective actions taken, if any.

## **How Worcester Bakwerke uses collected information**

Worcester Bakwerke may collect and use Users personal information for the following purposes:

- *To improve customer service*, Information you provide helps us respond to your customer service requests and support needs more efficiently.
- *To improve our website*, we may use feedback you provide to improve our products and services.
- *To send periodic emails* We may use the email address to respond to their inquiries, questions, and/or other requests.

## **How Worcester Bakwerke protects your information**

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information and data stored on our website.

## **Sharing your personal information**

Worcester Bakwerke will not sell, trade, or rent Users personal identification information to others. Worcester Bakwerke may only share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with its business partners, trusted affiliates and advertisers for the purposes outlined above.

## **Links to other websites**

Users may find advertising or other content on the website that links to the sites and services of Worcester Bakwerke partners, suppliers, advertisers, sponsors, licensors and other third parties. Worcester Bakwerke does not control the content or links that appear on these sites and are not responsible for the practices

employed by websites linked to or from the website. In addition, these sites, or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to the website, is subject to that website's own terms and policies.