



**Safeda &
Associates**

Privacy policy

1 WHO WE ARE

- 1.1 When we refer to “**Safeda & Associates**” or “**we**” or “**us**” in this privacy policy we mean Safeda and Associates Inc. with Registration No. 2022/825881/21 (“**Safeda & Associates**”), and/or any of its subsidiaries and/or any other legal entity, joint venture and/or partnership, wherever situated or operating (and irrespective of structure and/or legal nature/regime) that is associated with Safeda & Associates and which renders services or otherwise conducts business under a name which includes Safeda & Associates and/or Safeda Inc or any variation thereof (including their subsidiaries, parties that are related or inter-related to them and/or their affiliated companies, to the extent applicable) and/or any trust founded by any member of Safeda & Associates for its own operations and/or any entities that are related and/or inter-related to those trusts, as the case may be, and all such entities successors-in-title and/or practice, (wherever any such members may be located, including in countries which may not have data-protection laws similar to those of the country in which your personal information was collected) for as long as they remain associated with Safeda & Associates.
- 1.2 Safeda & Associates is a law firm based in the Republic of South Africa with its registered office at 2 Bruton Road, Nicol Main Office Park Block C, Bryanston, Sandton, Johannesburg and is the responsible party in respect of personal information that we process in terms of the South African Protection of Personal Information Act No. 4 of 2013 (“**POPIA**”).

2 APPLICATION OF THIS PRIVACY POLICY

- 2.1 This privacy policy applies to the personal information Safeda & Associates collects in connection with:
- 2.1.1 our website, www.safedalaw.co.za;
 - 2.1.2 our social media properties;
 - 2.1.3 our events, marketing and business development activities;
 - 2.1.4 our business communications and other online and offline business interactions;
 - 2.1.5 our legal and professional services;
 - 2.1.6 our CCTV cameras at our offices;
 - 2.1.7 our subscription to any member of Safeda & Associates services, publications or marketing database;
 - 2.1.8 third party service providers, including analytics, advertising networks, search information, technical, payment and delivery services providers;

-
- 2.1.9 publicly available sources;
 - 2.1.10 request/s for tenders, quotations, proposals and the like made by or to us; and
 - 2.1.11 the supply of products and services to us.

2.2 This privacy policy does not apply to the personal information that we collect about employees and other personnel, contractors, or applicants and candidates.

3 **PURPOSE OF THIS POLICY**

3.1 Safeda & Associates respects your privacy and is committed to protecting your personal information (as defined in applicable data protection legislation).

3.2 This is our main general privacy policy which applies across our business. We may publish additional privacy policies or country-specific schedules that apply to our operations in specific countries in order to help ensure our compliance with local data protection requirements.

3.3 **You warrant that you are lawfully entitled to provide personal information of any third party whose personal information you provide to any member of Safeda & Associates.**

3.4 **You indemnify Safeda & Associates against any loss, liability, damage or expense (including interest and penalties) suffered or incurred by any member of Safeda & Associates due to your provision of personal information of third parties to us in an unlawful manner.**

4 **HOW TO CONTACT OUR CHIEF INFORMATION OFFICER**

4.1 Safeda & Associates has an information officer who oversees our data protection compliance.

You can contact our chief information officer at:

Address: 2 Bruton Road, Nicol Main Office Park, Block C, Bryanston, 2191, South Africa

E-mail address: khairiyah@safedalaw.co.za

Telephone number: (on request)

5 **PRIVACY AND SECURITY**

5.1 The relevant members of Safeda & Associates have implemented reasonable technical and organisational measures to keep personal information secure and in compliance with applicable data protection laws.

5.2 **You indemnify and hold Safeda & Associates harmless from any loss, damages or injury that you may incur as a result of:**

5.2.1 **any security compromise of personal information to unauthorised persons; or**

5.2.2 **your acts or omissions during the provision of personal information to any member of Safeda & Associates.**

6 **PERSONAL INFORMATION WHICH SAFEDA & ASSOCIATES MAY COLLECT**

6.1 Safeda & Associates may collect the following personal information:

6.1.1 name, address (including proof of address), other contact details (e.g. email and telephone numbers), gender, marital status, date and place of birth, nationality, employer, job title, financial records and employment history, and family details, including their relationship to you;

6.1.2 identification numbers issued by government bodies or agencies, such as your identity number, passport number, tax identification number and driver's licence number and company registration number;

6.1.3 demographic information such as your address, preferences and interests;

6.1.4 information relevant to the provision of our products and services;

6.1.5 information relevant to the procurement of products and services from suppliers;

6.1.6 bank account or payment card details, income or other financial information;

6.1.7 information that you provide to us as part of us providing products and services to you, which depends on the nature of your instructions to any employee or member of Safeda & Associates;

6.1.8 special or sensitive personal information as defined in applicable data protection legislation, including information about your health, racial or ethnic origin, political opinions, religious or philosophical beliefs and trade union membership, your genetic and biometric information, information about your sex life;

6.1.9 relevant information as required by applicable laws, including anti-money laundering legislation and as part of our client onboarding procedures, including evidence of source of funds;

6.1.10 information you provide to us for the purposes of attending meetings and events, including dietary requirements which may reveal information about your health or religious beliefs;

-
- 6.1.11 still and video images captured by CCTV at our offices. We use CCTV to help provide a safe and secure environment and you may be recorded when you visit our offices; and
 - 6.1.12 identity data, contact data and special personal information from publicly available sources or third parties, service providers and the like who conduct screening on any member of Safeda & Associates clients or vendors for anti-money laundering purposes, or third parties with whom any member of Safeda & Associates hosts events.

7 **QUALITY OF INFORMATION**

In certain jurisdictions, Safeda & Associates is obliged to keep personal information accurate and up to date. Please help us to do this by advising us of any changes to your personal information.

8 **PURPOSE OF PROCESSING OF PERSONAL INFORMATION**

- 8.1 Safeda & Associates may process the personal information it collects for a number of lawful purposes including:
 - 8.1.1 to register you as a client of Safeda & Associates;
 - 8.1.2 to conduct sanctions screening against any list that Safeda & Associates may in its sole discretion elect;
 - 8.1.3 to comply with requirements under applicable laws;
 - 8.1.4 to carry out legal or other services;
 - 8.1.5 to carry out instructions provided to any employee or member of Safeda & Associates for legal or other services;
 - 8.1.6 to provide you with any other services, products or offerings that you may have requested or otherwise consented to, or which may be ancillary thereto, or associated therewith, and to notify you about changes to such services, products or offerings;
 - 8.1.7 to manage marketing preferences;
 - 8.1.8 to manage Safeda & Associates relationship with you which may include:
 - 8.1.8.1 notifying you about changes to any number of Safeda & Associates terms (including to this policy);
 - 8.1.8.2 asking you to leave a review or take a survey;

-
- 8.1.8.3 assessing and dealing with complaints and requests;
 - 8.1.8.4 managing payments, fees, charges and accounts (including collecting and recovering money owed to any member of Safeda & Associates);
 - 8.1.9 to keep any work product or other documentation (including but not limited to opinions, agreements and other documents drafted by any member of Safeda & Associates and/or other professional firm/s and/or other documents received and/or prepared in connection with any particular matter/s) as part of Safeda & Associates internal know-how;
 - 8.1.10 to verify your identity or the identity of your beneficial owners;
 - 8.1.11 to comply with lawful requests for information received from local or foreign law enforcement, government and tax collection agencies;
 - 8.1.12 to comply with measures designed to protect or advance persons, or categories of persons, disadvantaged by unfair discrimination;
 - 8.1.13 to monitor, keep record of and have access to all forms of correspondence or communications received by or sent from any member of Safeda & Associates or any of its employees, agents or contractors, including monitoring, recording and using as evidence, where applicable, all telephone and online communication software communications between us and you;
 - 8.1.14 to detect and prevent fraud and money laundering and/or in the interest of security and crime prevention;
 - 8.1.15 to administer and protect Safeda & Associates business and website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data);
 - 8.1.16 for operational, marketing, auditing, legal and record keeping requirements;
 - 8.1.17 to conduct market research and provide you with information about Safeda & Associates products or services from time to time via email, telephone or other means;
 - 8.1.18 to deliver relevant website content and newsletters and other information to you (which may include direct marketing material);
 - 8.1.19 to use data analytics to improve Safeda & Associates website, products/services, newsletters, customer relationships and experiences;
 - 8.1.20 to make suggestions and recommendations to you about goods or services that may be of interest to you;

-
- 8.1.21 to disclose personal information to third parties for reasons set out in this policy or where it is not unlawful to do so;
 - 8.1.22 to improve or evaluate the effectiveness of any member of the Safeda & Associates business or products, services or offerings;
 - 8.1.23 for submissions to awards and rankings agencies;
 - 8.1.24 for purposes of material aimed to promote Safeda & Associates;
 - 8.1.25 to prevent and control any disease;
 - 8.1.26 where you have unsubscribed from certain direct marketing communications, to take steps to implement your instruction;
 - 8.1.27 to procure goods and services; and
 - 8.1.28 to respond to requests for quotations and tenders.

9 **DIRECT MARKETING**

You have the right to object to receiving direct marketing (opt out) at any time by unsubscribing here: info@safedalaw.co.za, or on any of our platforms.

10 **DISCLOSURE OF PERSONAL INFORMATION**

Safeda & Associates may share personal information with the parties set out below for the purposes set out in this policy:

10.1 **Internal third parties**

- 10.1.1 The members of Safeda & Associates share personal information with other members within Safeda & Associates. This may involve transferring personal information outside the country where Safeda & Associates has collected that personal information, to entities in countries which may not have data protection laws which are similar to those of the country where the personal information was collected.

10.2 **External Third Parties**

- 10.2.1 Safeda & Associates may, as we may deem necessary for any one or more of the purposes set out in this policy or other lawful purposes, transfer personal information to third parties or service providers, including to service providers in countries which may not have data protection laws which are similar to those of the country where the personal information was collected, including to:

- 10.2.1.1 service providers acting as operators or processors or responsible parties or controllers who provide information technology and system administration services;
- 10.2.1.2 professional advisors acting as operators or processors or responsible parties or controllers, including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance, accounting and other services;
- 10.2.1.3 service providers and the like who conduct screening on any member of Safeda & Associates clients (or their beneficial owners) or suppliers for anti-money laundering purposes;
- 10.2.1.4 regulators and other authorities if any member of Safeda & Associates is legally obliged to do so, or if instructed by you to do so, for purposes of preventing, detecting and reporting fraud and criminal activities, the identifying of the proceeds of unlawful activities and the combatting of crime;
- 10.2.1.5 any person if any member of Safeda & Associates is under a duty to disclose or share personal information in order to comply with any applicable laws, or to protect the rights, property or safety of any member of Safeda & Associates, other clients or other third parties, or the reputation of Safeda & Associates;
- 10.2.1.6 your agent or any other person acting on your behalf, or an introducer;
- 10.2.1.7 tracing agents, sheriffs and the like;
- 10.2.1.8 various awards and rankings agencies;
- 10.2.1.9 clients and prospective clients for purposes of rendering legal services, proposals, quotations, tenders and the like; and
- 10.2.1.10 a third party/parties whom Safeda & Associates may choose to sell, transfer or merge parts of Safeda & Associates business or assets. Alternatively, Safeda & Associates may seek to acquire other businesses or merge with them. If a change happens to Safeda & Associates business, then the new owners may use personal information in the same way as set out in this policy.

11 **TRANSBORDER TRANSFERS**

- 11.1 Safeda & Associates may operate across various African jurisdictions and provide cross-jurisdictional legal advice and related services to our clients.
- 11.2 The nature of our business means that your personal information may be transferred across national boundaries, including, potentially, to countries that do not have similar data protection laws to those where the personal information was collected.

11.3 If we transfer your personal information across national boundaries, we will make those transfers in compliance with applicable data protection laws.

12 ACCESS TO, CORRECTION AND DELETION OF PERSONAL INFORMATION

12.1 Under certain circumstances, you may have some or all of the rights set out below under the data protection laws that may be applicable in relation to your personal information which Safeda & Associates holds:

12.1.1 **Request access** to personal information (commonly known as a “Data Subject access request”), including the right to receive a copy of the personal information. We request that you use Form C which is Annexure A of our POPIA and PAIA Manual. Our POPIA and PAIA Manual is displayed on our website or may be requested from our Information Officer.

12.1.2 **Request correction** of any incomplete or inaccurate personal information. We request that you use Form 2 of Annexure B of our POPIA and PAIA Manual. Our POPIA and PAIA Manual is displayed on our website or may be requested from our Information Officer.

12.1.3 **Request erasure** of personal information if Safeda & Associates is not authorised to process the personal information. We request that you use Form 2 of Annexure B of our POPIA and PAIA Manual. Our POPIA and PAIA Manual is displayed on our website or may be requested from our Information Officer.

12.1.4 **Object to processing** of personal information, if Safeda & Associates is relying on its legitimate interest (or those of a third party) to process the personal information, but as a result of your particular situation such processing impacts on your fundamental rights and freedoms. We request that you use Form 1 of Annexure B of our POPIA and PAIA Manual. Our POPIA and PAIA Manual is displayed on our website or may be requested from our Information Officer.

12.1.5 **Request restriction of processing** of personal information whilst a complaint is being investigated.

12.1.6 **Withdraw consent at any time** if Safeda & Associates is relying on consent to process personal information. If you withdraw your consent, Safeda & Associates may not be able to provide certain products or services to you. This will be considered on a case-by-case basis.

13 ELECTRONIC AND WEBSITE LINKS

13.1 Safeda & Associates website, newsletters and/or events marketing pages may include links to third party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share your personal information.

-
- 13.2 Safeda & Associates does not control these third-party websites and is not responsible for their privacy policies. When you leave Safeda & Associates website, we encourage you to read all applicable privacy policies.

14 COMPLAINTS

- 14.1 If you are not satisfied with Safeda & Associates use of your personal information or our response to any request by you to exercise your rights, or if you think that we have breached any relevant data protection laws, you are encouraged to contact our Chief Information Officer at the contact details set out above. Should you remain dissatisfied, then you have the right to complain to the authority that supervises our processing of your personal information.
- 14.2 The Information Regulator is the competent authority to deal with complaints and claims in relation to non-compliance with the personal information protection requirements under POPIA. The Information Regulator's contact details are available at <https://inforegulator.org.za/contact-us/>.

15 LATEST VERSION

- 15.1 Safeda & Associates keeps this policy under regular review, and may amend this policy from time to time.
- 15.2 Any such amendment will come into effect when published on Safeda & Associates website and become part of any agreement that you have with any member of Safeda & Associates.
- 15.3 You must ensure that you obtain the latest version of this policy before any action is taken based hereon. It is your responsibility to check Safeda & Associates website often.