



WEBSITE PRIVACY POLICY

THIS PRIVACY POLICY ("POLICY") GOVERNS THE COLLECTION, MANAGEMENT AND DISCLOSURE OF PERSONAL INFORMATION THAT VYB ("VYB" "we" OR "us") COLLECTS THROUGH THE VYB-AI.COM WEBSITE ("WEBSITE") LOCATED AT 22 MAGWA CRESCENT, WATERFALL CITY, MIDRAND, JOHANNESBURG, 1685 AND YOUR RELATED COMMUNICATIONS AND CORRESPONDENCE WITH VYB. WE RESPECT YOUR RIGHTS TO RESPONSIBLE MANAGEMENT OF YOUR PERSONAL INFORMATION UNDER THE PROTECTION OF PERSONAL INFORMATION ACT 4 OF 2013. YOUR USE OF THE WEBSITE AND VYB'S PRODUCTS AND SERVICES IS SUBJECT TO THIS POLICY. BY USING THIS WEBSITE, YOU SIGNIFY YOUR CONSENT TO PROCESSING OF YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH ANY TERM IN THIS POLICY, PLEASE DO NOT USE THIS WEBSITE OR SUBMIT ANY PERSONALLY IDENTIFIABLE INFORMATION THROUGH THIS WEBSITE.

EFFECTIVE DATE:01.01.2020

1. PERSONAL INFORMATION COLLECTION AND USE

- 1.1 VYB and/or its authorised technology agents may collect and store certain Personal Information from You in connection with the Your use of the Website and/or the products and/services provided to You by VYB.
- 1.2 For the purpose of this Privacy Policy, Personal Information is defined in accordance with the definition in the Act. Generally, such information is information that can be used to personally identify you. In particular, however, VYB may collect information such as:
 - 1.2.1 first name and surname,
 - 1.2.2 email address,
 - 1.2.3 cell phone number,

1.2.4 profession or occupation

1.2.5 business name

from the following persons: any individual who chooses to register on the VYB Website. VYB may also automatically collect and store non-personally identifiable information related to your use of the Site. Non-personally identifiable information may include personal information that has been aggregated.

- 1.3 We may share non-personally identifiable information with third parties for certain reasons, including advertising, marketing and/or other purposes.
- 1.4 Your Personal Information is used to provide You with the requested products and/or services; enable ease of use of the Website; process transactions concluded by You; engage in electronic communications and transactions with You; to administer promotions or survey or similar interactive activity; or to provide You with newsletters or other periodic communications and/or marketing materials.
- 1.5 Personal Information is automatically collected in relation to Your visit to the Website, such information includes but is not limited to: Your browser type and version, as well as Your operating system.
- 1.6 Cookies are small files send from a Website to a User's computer drive that can be used to track when a User visits and re-visits a Website and how they behave on a Website. VYB may Use cookies to identify the device with which You access Our Website and We may use anonymous cookies to determine Website Usage analytics and statistics in order to optimise the Website. You are able to manually delete cookies from Your browser or set Your browser to reject cookies. However, certain pages or features may not be available or work correctly if You have set Your browser to reject cookies.
- 1.7 VYB uses Google Universal Analytics, which supports data collection without browser cookies. It helps Us to understand user interaction with Our Website and implement changes that evolve the Website to suit Your needs. You can opt out of Google Analytics by installing the Google Analytics opt-out browser add-on here: <https://tools.google.com/dlpage/gaoptout>.
- 1.8 The Website hosting agents and/or service providers may automatically log Your "IP address" which is a unique identifier for Your computer and/or other access device. Such information collected is for aggregate purposes only and cannot be used to identify You personally.
- 1.9 In the event that You subscribe to newsletters and/or to receive further information through other periodic communications, from VYB, Your Personal Information will be processed by VYB

to provide You with such information and associated processes. All VYB communications shall contain an unsubscribe link and by following the unsubscribe process You shall be removed from the relevant distribution list and VYB shall no longer send You the subscription information.

2. CONSENT TO PROCESS PERSONAL INFORMATION

- 2.1 You understand that Your consent to the processing of your personal information by VYB pertains to the provision of the Conversational Marketing products and services; as well as associated purposes. Processing shall include the collection, receipt, recording, organisation, collation, storage, updating or modification, retrieval, alteration, consultation, use; dissemination by means of transmission, distribution or making available in any other form; or merging, linking, as well as blocking, degradation, erasure or destruction of information.
- 2.2 This consent is effective on access of the Website and will endure until Your relationship with VYB has been terminated.
- 2.3 You expressly consent to VYB retaining Your Personal Information once your relationship with VYB has been terminated for: aggregate, statistical and reporting purposes.
- 2.4 In the event that You wish to revoke all consent pertaining to Your Personal Information and You would like VYB SA to remove and/or delete Your Personal Information entirely, you must notify VYB via email to the Information Officer, info@vyb-ai.com
- 2.5 By Using Our Website, you represent that You are of the age of 18 or that a Competent Person has given consent to allow Your minor child to utilise Our Website. You, or a 'Competent Person' in the case of a minor, consent/s to the processing of personal information that belongs to You or, in the case of a minor, to the minor for whom You are responsible, in the manner described in this Policy. You agree that giving such consent means that You have given VYB permission to collect and process the child's personal information in the ways described in this Policy.

3. HANDLING OF PERSONAL INFORMATION

- 3.1 VYB endeavours to comply with all laws and regulations applicable to VYB pertaining to information and communications privacy including, but not limited to, the 1996 South African Constitution and the Protection of Personal Information Act 4 of 2013 ("the Act"). VYB applies the principles of protection of personal information under such Act in further legislation referred to in the Act.
- 3.2 You have the right to correct Your Personal Information as well as to revoke Your consent to the processing of Your Personal Information by VYB. You do, however, understand that VYB requires Your Personal Information to render the VYB products and/or services and should You decide to revoke Your consent VYB may not be able to provide You with such products and/or services.
- 3.3 VYB will take all reasonable measures in order to ensure Your Personal Information is appropriately safeguarded, these precautions include, but are not limited to: the use of a sufficiently secure server and providing suitably secure payment mechanisms.
- 3.4 Should an unauthorised person/s gain access to Your personal information VYB will contact You within a reasonable time to inform You of the security breach.
- 3.5 VYB seeks to ensure the quality, accuracy and confidentiality of Personal Information in its possession.
- 3.6 VYB may share Your personal information with authorised third parties persons such as employees and service providers to VYB. VYB does not permit these parties to use such information for any other purpose than to perform the services that VYB has instructed them to provide
- 3.7 From time to time, VYB may appoint certain agents, third parties and/or service providers which operate outside the borders of the Republic of South Africa. In these circumstances VYB will be required to transmit Your Personal Information outside South Africa. The purpose of the trans-border flow of Your Personal Information may include, but is not limited to: data hosting and storage. You expressly consent to the trans-border flow of Your Personal Information. Furthermore, you warrant in this regard that You have obtained the necessary consents required in terms of the Act, in order to enable the trans-border flow of any personal information submitted by You. VYB warrants in this regard that it shall only engage the services of third parties (in relation to the aforesaid trans-border flow of information) which subscribe acceptable safeguards in accordance with VYB legal obligations.

- 3.8 VYB will not sell, exchange or transfer Your Personal Information to any third party except as required in the provision of the VYB products and/or services and in accordance with the consents provided by You.
- 3.9 VYB will make amendments and/or updates to this Privacy Policy on occasion. Amendments made to this Policy shall become immediately effective. We encourage You to periodically review this Privacy Policy to keep informed about how We are protecting Your Personal Information. You can find the last date of change made to the Privacy Policy above for Your reference. Your continued Use of the Website evidences Your acceptance of this Privacy Policy and any updates made to it.
- 3.10 The Site may contain links to other websites. VYB is not responsible for the privacy practices of third party sites.

4. DISCLOSURE OF PERSONAL INFORMATION

- 4.1 Records relating to the provision of the VYB products and/or services by VYB to You and the Personal Information submitted by You may be required to be retained in terms of legislated records retention requirements, VYB operational purposes and/or for production as evidence by VYB in legal proceedings.
- 4.2 VYB may disclose Your Personal Information under the following circumstances:
- 4.2.1 To comply with the law or with legal process;
 - 4.2.2 To protect and defend VYB rights, equipment, facilities and other property;
 - 4.2.3 To protect VYB against misuse or unauthorised use of the Website and/or products and/or services; and/or
 - 4.2.4 To protect other Website Users or third parties affected negatively by Your actions in use of the products/services and/or the Website

5. OBJECTIONS, COMPLAINTS AND QUERIES

- 5.1 Should You require a correction to be made to Your Personal Information that VYB keeps on record, or a copy of the record itself, or should You feel that You would like to object to the collection, Use or processing of Your Personal Information by VYB, or that you would like us to

delete your personally identifiable information, then kindly send an e-mail to our Information Officer, whose name and details below. We will endeavour to make the correction, provide You with the record (We reserve our right to charge a small fee in this case), cease processing of Your Personal Information and/or delete it, in accordance with Your request.

INFORMATION OFFICER: Malaika Naidoo
ADDRESS: 22 Magwa Crescent, Waterfall City, Midrand, Johannesburg, 1685
EMAIL ADDRESS: info@vyb-ai.com
TEL: 011 749 3140