



Breaking Ground, Building Brands

Big Red Design Agency Proprietary Limited

10 Uplands Road, Kloof, Durban, South Africa

BIG RED PRIVACY POLICY

Your privacy is important to Big Red. So we've developed a Privacy Policy that covers how we collect, use, disclose, transfer, and store your information. Please take a moment to familiarise yourself with our privacy practices and let us know if you have any questions.

Collection and Use of Personal Information

Personal information is data that can be used to uniquely identify or contact a single person.

You may be asked to provide your personal information anytime you are in contact with Big Red or a Big Red affiliated company. Big Red and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content, and advertising.

Here are some examples of the types of personal information Big Red may collect and how we may use it.

1. What personal information we collect

When you create a Big Red account, download a software update, complete a debit order form for payment, or participate in any survey, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, and bank account information

2. How we use your personal information

2.1 The personal information we collect allows us to keep you posted on Big Red's latest product announcements, software updates, and upcoming events. It also helps us to improve our services and advertising. If you don't want to be on our mailing list, you can opt out anytime by (to be confirmed).

- 2.2 We also use personal information to help us develop, deliver, and improve our products, services and advertising.
- 2.3 From time to time, we may use your personal information to send important notices, such as communications about purchases and changes to our terms, conditions, and policies. Because this information is important to your interaction with Big Red, you may not opt out of receiving these communications.
- 2.4 We may also use personal information for internal purposes such as auditing, data analysis, and research to improve Big Red's products, services, and customer communications.

3. Collection and Use of Non-Personal Information

We also collect non-personal information – data in a form that does not permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we collect and how we may use it:

- 3.1 We may collect information such as occupation, language, gender, address, unique device identifier, location, and the time zone where an Big Red product is used so that we can better understand customer behavior and improve our products, services, and advertising.
- 3.2 We also may collect information regarding customer activities on our web site and our other products and services. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our web site, products, and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

Cookies and Other Technologies

Big Red's web site, online services, interactive applications, email messages, and advertisements may use cookies and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our web site people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar

identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

Big Red and our partners also use cookies and other technologies to remember personal information when you use our web site, online services, and applications. Our goal in these cases is to make your experience with Big Red more convenient and personal. And knowing your contact information and information about your device helps us register your products and provide you with better customer service.

If you want to disable cookies and you're using the Safari web browser, go to Safari preferences and then to the privacy pane to disable cookies. On your Big Red mobile device, go to Settings, then Safari, and then to the Cookies section. For other browsers, check with your provider to find out how to disable cookies. Please note that certain features of the Big Red web site will not be available once cookies are disabled.

As is true of most web sites, we gather some information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), referring and exit pages, operating system, date/time stamp, and clickstream data.

We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, and to gather demographic information about our user base as a whole. Big Red may use this information in our marketing and advertising services.

In some of our email messages, we use a "click-through URL" linked to content on the Big Red web site. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our web site. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages.

Disclosure to Third Parties

At times Big Red may make certain personal information available to strategic partners that work with Big Red to provide products and services, or that help Big Red market to customers. If you use our application, your account will be governed by Big Red and its Partner's respective privacy policies. Personal information will only be shared by Big Red to

provide or improve our products, services and advertising; it will not be shared with third parties for their marketing purposes.

Partners

Big Red shares personal information with companies who provide services such as POS Software, providing customer service/support, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information and may be located wherever Big Red operates.

Others

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence – for Big Red to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganisation, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

Protection of Personal Information

Big Red takes precautions - including administrative, technical, and physical measures - to safeguard your personal information against loss, theft, and misuse, as well as against unauthorised access, disclosure, alteration, and destruction.

Integrity and Retention of Personal Information

Big Red makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Access to Personal Information

We make good faith efforts to provide you with access to your personal information so you can request that we correct the data if it is inaccurate or delete the data if Big Red is not required to retain it by law or for legitimate business purposes. We may decline to process requests that are not verified by you to our satisfaction, unreasonably repetitive, require

disproportionate technical effort, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law.

Location-Based Services

To provide location-based services on Big Red products, Big Red and our partners and licensees may collect, use, and share precise location data, including the real-time geographic location of your restaurant. For example, we may share geographic location with your customers to find your business's location.

Third-Party Sites and Services

Big Red web sites, products, applications, and services may contain links to third-party web sites, products, and services. Our products and services may also use or offer products or services from third parties – for example, third-party POS Software. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

Our Companywide Commitment to Your Privacy

To make sure your personal information is secure, we communicate our privacy and security guidelines to Big Red employees and strictly enforce privacy safeguards within the company.

Privacy Questions

If you have any questions or concerns about Big Red's Privacy Policy or data processing, please contact us at info@bigreddesignagency.co.za.

Big Red may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our web site along with the updated Privacy Policy.

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