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# Privacy Policy

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We take your privacy seriously and protecting your personal information, it is of utmost importance to us. This privacy policy explains how we collect, use, disclose, transfer and share your personal information and how you can check and update any of your personal information.

## Who is the Ignition Group and how can you contact us

When we refer to 'Ignition Group' in this Privacy Policy, we mean Ignition Telecoms Investments (Pty) Ltd and its subsidiary companies (Comit Technologies Pty Ltd, CCS Outsourcing Pty Ltd, MVNX (Pty) Ltd, Viva Life (Pty) Ltd and Viva Cover (Pty) Ltd). With our headquarters in Durban, South Africa we are a global customer acquisition business, operating in the Telecommunications, Home Services and Financial Services sectors. You can find out more about the Ignition Group on our website at [www.ignitiongroup.co.za](http://www.ignitiongroup.co.za).

## What information we collect

We will need to ask you for certain personal information to give you the best possible experience when you engage with us (via our websites, telephone, apps or otherwise) and when you use our products and services.

This may include your full name, unique identification number, physical and postal address, debit order details, e-mail address and telephone number.

IP addresses, codes, user names and passwords and other related content, products viewed, subscription history, pages visited, links opened and similar information may be stored automatically by our website.

If you subscribe to our mailing lists for latest news and other information, you will be asked to specify the areas in which you are interested so that we can tailor the information which we send to you to cover the topics which we believe you might be interested in. We also collect information from you when you register on our site, place an order, abandon cart or subscribe to our newsletter. Any data or information that we request that is not required will be specified as voluntary or optional.

## How we use your information

We use your personal information in a number of ways, to fulfil your request and make our products and services as effective as possible, to suit your needs and to let you know about new products and services.

To also

- provide you with information about goods and/or services you have requested
- let you know about major changes to our products and services
- provide and improve customer care and support procedures;
- update internal customer records
- improve our products and services;
- evaluating the effectiveness of our marketing and for research, training and statistical analysis with the aim of improving our services
- process payments
- where applicable, to send you credit score notifications
- contact you for market research purposes
- for reporting or analytical purposes.



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We will not use your personal information for any other purpose other than for which you have selected or in relation to this website or the provision of services by our service provider; or sell, transfer or disclose your personal information to any third party without your express consent.

## **Direct Marketing**

We may tell you about our and our partners exclusive offers, products and other information which we think you may like and may be tailored to suit your needs.

You may opt out of these marketing campaigns at any time, you can either by a link you will find on the website relating to your product or service; or you may amend or remove your preferences by selecting the unsubscribe option on any mail that we send you and update your preferences.

We may contact you with marketing information by using your personal information or with targeted advertising delivered online through social media and platforms operated by other companies using their profiling tools, or use your personal information to tailor marketing to improve its relevance to you, unless you object.

You can also register on the national do not contact list here [www.dmasa.org](http://www.dmasa.org)

## **Specific product and/or Services**

Some products and services may have a privacy policy specific to that product or service which overrides this general privacy policy.

## **Cookies**

Our site uses cookies to keep track of your visits to our web site. A cookie is a small file that can be stored by your browser on your computer's hard drive. We may use these to do a number of things and the intention is to improve your online experience. We use cookies to deliver contents specific to your interest and to save your password so that you don't have to re-enter it every time you visit our site. Cookies help us to recognise when you next visit our web site and note the advertisements displayed to you. This allows us to tailor the service we provide to your preferences. We may use them as a way of measuring our service and to work with marketing partners to improve our service. You can usually change your browser so that it will not accept cookies.

## **Security of your personal information**

We take the security of your personal information very seriously. Our online services protect your personal information during transit using encryption such as Transport Layer Security (TLS). When your personal data is stored by us, we use computer systems with limited access housed in facilities using physical security measures. All data held by us is kept using encrypted storage.



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## **Changes to this Privacy Policy**

We may update this Privacy Policy, if we make major changes, we will update you. This policy was last updated in January 2020.

## **How long we retain your personal information**

We will keep hold of your personal information for no longer than necessary. The length of time we retain it will depend on any legal obligations we have, the nature of any contracts we have in place with you or the existence of your consent. We do not retain personal information in an identifiable format for longer than is necessary.

## **Contact us**

Questions, comments and requests regarding this privacy policy are welcome. You may access and correct, if necessary, your personal information that we hold by using the contact form you will find on the website relating to the product or service.

If you wish to update your preferences by email, you can do so via our Support Centre at [support@magzone.co.za](mailto:support@magzone.co.za)