

CheckerTrader.co.za recognises the importance of protecting your privacy. Our use of personal data is set out below.

CheckerTrader.co.za and our Data Protection Officer

We are CheckerTrader.co.za, 2 Shirley Rd, Winkelspruit, Durban, 4126.

We have a dedicated data protection officer (“DPO”). You can contact the DPO by writing to the above address, marking it for the attention of the DPO, or using the [Contact Us] enquiry form.

Personal Data and Data Protection

In order to facilitate some of the services available on this web site we need to collect and store your name, address, telephone number, email address and other basic information. The data is stored using appropriate safeguards to ensure security, integrity and privacy.

Any data collected about you will be used only:

- (if a Consumer) to enable us to validate your review if necessary, or
- (if a Trader) to promote your services and allow us to contact you in relation to your subscription to the Service.

Personal data stored about any consumer will be deleted once it is no longer needed for review validation or any related purpose.

Legal grounds for collecting/holding your personal data

We rely on the following legal bases to use your personal data:

1. Where it is needed to provide you with services, such as letting you leave (or for us to validate) a review of a trader as a consumer, or for us to allow you to promote your services on the website and app, as a trader.
2. Where it is in our legitimate interests to do so, such as to keep records of our communications between you and our staff, or for direct communications related to your trader membership of CheckerTrader.co.za.
3. With your consent or explicit consent, such as for some direct marketing communications (if a Trader).

When do we share your personal information with other organisations?

We may share information with the following third parties for the purposes listed above:

- CheckerTrader Insurance
- Business partners or others who are a part of providing your products and services or operating our business, for example membership benefits found in the members area.
- Other organisations and businesses who provide services to us such as back up and server hosting providers, IT software and maintenance providers, data storage providers and suppliers of other back office functions, such as CheckerTrader.co.za website developers.

Do I have to provide my personal information?

We're unable to provide you with our services if you do not provide certain information to us. In cases where providing some personal information is optional, we'll make this clear.

How long is your personal information retained by us?

Unless we explain otherwise to you, we'll hold your personal information based on the following criteria:

- For as long as we have reasonable business needs, such as managing our relationship with you and managing our operations
- For as long as we provide goods and/or services to you, or
- Retention periods in line with legal and regulatory requirements or guidance.

Your rights under data protection laws

These are the rights of individuals under data protection laws, though they don't apply in all circumstances:

- The right to be informed about the processing of your personal information
- The right to require us to correct any inaccuracies in your information
- The right to object to processing of your personal information
- The right to restrict processing of your personal information
- The right to have your personal information erased (the "right to be forgotten")

- The right to request a copy of the information held by us and to obtain information about how we process it
- The right to move, copy or transfer your personal information (“data portability”)
- Rights in relation to automated decision making which has a legal effect or otherwise significantly affects you

You have the right to complain to the Information Regulator South Africa Office which enforces data protection laws. You can contact our data protection officer using the details above.

Cookie policy

A cookie is a small file which asks permission to be placed on your computer's hard drive. The cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

If you do not wish to use "cookies" you may disable this option in your Internet browser settings. These "cookies" can be removed from your computer at any time.

Measuring website usage (Google Analytics)

We use Google Analytics software to collect information about how you use CheckerTrader.co.za. We do this to help make sure the website is meeting the needs of its users and to help us make improvements, for example improving the website search.

Google Analytics stores information about:

- the pages you visit on CheckerTrader.co.za
- how long you spend on each CheckerTrader.co.za page
- how you reached the website
- what you click on while you're visiting the website.

We don't collect or store your personal information (for example your name or address) so this information can't be used to identify who you are.

Google Analytics sets the following cookies:

Name	Purpose	Expires
_utm_a	Lets us know if you've visited before, so we can count how many of our visitors are new to CheckerTrader.co.za or to a certain page.	2 years
_utmb	This works with _utm_a to calculate the average length of time you spend on CheckerTrader.co.za.	30 minutes

<code>_u tm c</code>	This works with <code>_utmb</code> to calculate when you close your browser.	When you close your browser
<code>_u tm z</code>	This tells us how you reached CheckerTrader.co.za (for example from another website or a search engine)	6 months