

PRIVACY NOTICE FOR AFRICA HOUSE

This privacy notice applies to:

- clients,
- market research subjects and
- business contacts

of Africa House.

The purpose of this privacy notice is to help you understand how we collect, use, share, protect and store your personal information.

In this privacy notice, we explain:

- How we use our clients' personal information,
- How we use market research subjects' personal information,
- How we use business contacts' personal information,
- How we share your personal information,
- How we keep your personal information secure, and
- Your data subject rights.

We may update this privacy notice occasionally. We will inform you when we do.

Please email ndrake@africainfo.co.za if you have any questions.

You can contact the Information Regulator at infoereg@justice.gov.za.

1. How we use our clients' personal information

Clients of Africa House are individuals or companies to whom we provide services or subscribe to our project database.

1.1. What personal information we collect and generate

<p>We collect information that helps us provide our services to our clients or register our clients as subscribers to our project database.</p>	<p>We collect:</p> <ul style="list-style-type: none"> • all the information in our South African enrolment form for access to our project database; • all the information in our international enrolment form for access to our project database; and • all the information in our pre-booking form for B2B events.
<p>We generate information about our clients in the form of record</p>	<p>We generate:</p> <ul style="list-style-type: none"> • a profile for each of our clients; • information about whether a client is up to date on any payments owing to Africa House.

1.2. When and why we collect and process your personal information

<p>When we collect and use your personal information</p>	<p>Why we collect and use your personal information</p>
<p>When we generate a quote for our services for a potential client.</p> <p>When a potential client or client fills out an application form for one of our service offerings.</p>	<p>We process this information because it is necessary to carry out actions for the conclusion or performance of our contract with a client.</p> <p>We process this information to meet our contractual obligations with a client.</p>



AFRICA HOUSE

<p>When a client contacts us by email or telephone, we use the information we collect to reply to, investigate, and resolve their query, complaint, or request.</p> <p>When we send a client details of any B2B events or webinars we are hosting, which we think will be of interest or relevant to a client.</p>	<p>We process this personal information because it is in your or our legitimate interest to do so.</p>
<p>When a client subscribes to our monthly newsletter or events' mailing list, a client can unsubscribe at any time by contacting us via the email address provided in the newsletter.</p> <p>When we publish a client's name and contact details in the Africa House online business directory.</p>	<p>We process this personal information with your consent.</p>

2. How we use market research subjects' personal information

Market research subjects are companies that we profile in the business intelligence and market landscape research reports we draft for our clients.

2.1. What personal information we collect and generate

<p>We collect information from third party sources such as company websites, online newspaper articles, media releases, websites, and publications by international organisations such as the African Development Bank, World Bank, International Monetary Funds and LinkedIn profiles.</p> <p>This information helps us draft business intelligence and market landscape research reports or organise B2B events on behalf of our clients.</p> <p>We are legally justified to collect this information from third party sources because it is necessary to maintain our and our clients' legitimate interest.</p>	<p>We collect information about a market research subject's:</p> <ul style="list-style-type: none"> • market size; • service offerings; • geographical footprint; • turnover; • economic performance • economic outlook; • customer base; • main suppliers; • business history; • company structure; • corporate strategy and • project pipeline.
<p>We generate information about market research subjects in the form of research reports or profiles.</p>	<p>We generate:</p> <ul style="list-style-type: none"> • research reports on market research subjects; and • research profiles on market research subjects.

2.2. When and why we collect and process your personal information

When we collect and use your personal information	Why we collect and use your personal information
<ul style="list-style-type: none"> • When we collect, analyse, and publish information about market research subjects in our research reports. • When we profile market research subjects when we are organising B2B events for our clients. 	<p>We process this personal information because it is in our and our client's legitimate interest to do so.</p> <p>We are processing this information in relation to the legitimate interest for our and our clients' research purposes.</p>

3. How we use business contacts' personal information

Business contacts are individuals or companies that Africa House comes across in our research, B2B events we attend, and our business dealings.

3.1. What personal information we collect and generate

<p>We collect information of relevant or interesting business contacts to include in our]project database, provide to our clients or to network with on our own behalf.</p> <p>We collect this information during our research, events, and business interactions.</p> <p>Sometimes this information is collected directly from the business contact themselves, and sometimes this information is collected from third party sources.</p>	<p>We collect:</p> <ul style="list-style-type: none"> • the name of the relevant company or person; • the business contact details of the relevant company or person; • the professional position or job title of the relevant person; and • the details of any current or future projects the relevant company or person is involved with.
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<p>These third party sources include company websites, online newspaper articles, media releases, websites and publications by international organisations such as the African Development Bank, World Bank, International Monetary Funds and LinkedIn profiles.</p> <p>When this information is collected from third party sources, we justify our collection of this information in terms of section 12(2)(b) or section 12(2)(d)(v) of POPIA.</p>	
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3.2. When and why we collect and process your personal information

When we collect and use your personal information	Why we collect your personal information
<ul style="list-style-type: none"> • When we contact a business contact to request their permission to collect their information from a third party source and process their information in a specific way. • When we share the name and contact details of a business contact with one of our clients. • When we send a business contact information about Africa House's services. 	<p>We do this with your consent.</p>
<ul style="list-style-type: none"> • When we contact a business contact to notify them, we collect their information from a third party source and publish their information in our project database. 	<p>We process this personal information because it is in our legitimate interest to do so.</p>

<ul style="list-style-type: none"> • When we publish the name and contact details of a business contact in our monthly newsletter or project database. 	
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4. In order to deliver our services to you, we must share your information with others we trust

<p>Africa House provides appropriate safeguards through the contract signed between us and all service providers we use.</p>	<p>We use service providers to help us:</p> <ul style="list-style-type: none"> • manage our IT and cloud services; • administer our project database; • and store and destroy our files in a secure manner. <p>Some of our service providers may be located in other countries. These countries may not have the same levels of protection of personal information as South Africa, in which case the service provider must undertake to protect the personal information of the course participants to the same level that we do.</p> <p>We provide for appropriate safeguards by means of contracts between us and our foreign service providers.</p>
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5. We have taken reasonable steps to minimise the impact of a breach

<p>We have reasonable security safeguards in place to protect your personal information</p>	<p>Our security safeguards are in place to protect your personal information from:</p> <ul style="list-style-type: none"> • loss • misuse • unauthorised access • being altered • being destroyed.
<p>We review our security safeguards regularly to ensure they are being implemented properly.</p> <p>We also regularly review our security safeguards' adequacy to ensure they are secure enough to protect all the information we store against all known risks and deficiencies.</p>	<p>These security safeguards are reviewed regularly to ensure they are working properly and are strong enough to protect your personal information against all known risks and deficiencies.</p> <p>But no system is perfect, and we cannot guarantee that your personal information may not be accessed, disclosed, altered, or destroyed by a breach of any of our security safeguards.</p>
<p>We will let you know of any breaches that may affect your personal information.</p>	<p>If something should happen, we will take steps to minimise the threat to your privacy, and we will let you know if your personal information has been compromised.</p> <p>We will also let you know how you can help minimise the impact of the breach.</p>

6. Why, how and for how long we store your personal information

<p>We keep records of your personal information essential for historical, commercial, and legal purposes.</p>	<p>We must keep client personal information for as long we are providing services to a client.</p> <p>We will not keep your personal information for longer than we need to or than we are legally required to.</p>
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7. You have the right to know what we know about you, and what we do with that information

You can request access to the information we hold about you or correct your personal information by contacting ndrake@africainfo.co.za.

It may take us up to 21 days to respond to your request, because there are procedures we need to follow. In certain cases, we may require proof of your identity.

You can contact the Information Regulator at infoereg@justice.gov.za

<p>You have the right to</p> <ul style="list-style-type: none"> • ask what personal information we hold about you, ask when we collect and process the personal information we hold about you, and ask how we collect and process the personal information we hold about you. • request access to the personal information we hold about you. • request that we delete your personal information. • ask us to update or correct any out-of-date or incorrect personal information we hold about you. • ask what personal information of yours was sent to our course conveners, external academic partners, service providers or any other third party. • unsubscribe from any direct marketing communications we may send you. • object to the processing of your personal information. • to ask that we restrict our use of your personal information. • lodge a complaint with the Information Regulator.
