



WILDOG ACCESSORIES (PTY) LTD
VAT : 4150269050
30 AKWAMARYN STREET,
KLERKSOORD, AKASIA, PRETORIA

EXTERNAL PRIVACY NOTICE

Website: www.wildog.co.za

1. INTRODUCTION

Wildog Accessories (Pty) Ltd ("Wildog", "we", "us" or "our") respects your right to privacy and is committed to protecting the personal information of our customers, website visitors, prospective customers, suppliers, business partners and other individuals who interact with us.

This External Privacy Notice explains how we collect, use, store, protect and share personal information when you visit our website, contact us, request a quotation, purchase products, arrange fitment, participate in promotions or otherwise interact with Wildog.

We process personal information in accordance with applicable South African legislation, including the Protection of Personal Information Act 4 of 2013 ("POPIA"), and, where applicable, the Promotion of Access to Information Act 2 of 2000 ("PAIA").

By using our website or providing personal information to us, you acknowledge that you have had the opportunity to read this Notice. Where consent is legally required, we will request it separately. Your use of our website does not override any rights you may have under applicable law.

2. WHO IS RESPONSIBLE FOR YOUR PERSONAL INFORMATION?

Wildog Accessories (Pty) Ltd is the responsible party for the personal information it processes for its own business purposes, as contemplated by POPIA.

Our contact details are:

Wildog Accessories (Pty) Ltd

Website: www.wildog.co.za

Telephone: 010 746 1690

General sales: sales@wildog.co.za

Additional sales contacts: sales2@wildog.co.za, sales3@wildog.co.za, sales4@wildog.co.za

Cape Town: capetown@wildog.co.za

3. WHAT PERSONAL INFORMATION DO WE COLLECT?

The information we collect depends on how you interact with Wildog and the services you request. It may include:

3.1 Identification and contact information

- Full name and surname.

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- Email address and telephone number.
- Residential, business, delivery or billing address.
- Business name and relevant business contact details.

3.2 Customer and transaction information

- Products you enquire about, purchase or request quotations for.
- Vehicle make, model, year, variant and other relevant compatibility information.
- Fitment bookings, delivery details and customer service records.
- Quotations, invoices, order details, payment confirmations and transaction history.
- Relevant warranty, return, complaint and after-sales service information.

3.3 Business and supplier information

Where relevant to a business relationship, we may collect business contact details, company information, delivery information and records necessary to manage orders, accounts and contractual obligations.

3.4 Website and technical information

When you visit our website, certain information may be collected automatically, depending on the website functionality and technologies in use. This may include:

- Internet Protocol (IP) address.
- Browser type and device information.
- Operating system and general technical information.
- Pages visited, interactions with website features and approximate visit times.
- Cookie identifiers and similar online tracking information, where applicable.

3.5 Communications and feedback

We may retain information you provide when contacting us by email, telephone, website forms, social media, messaging platforms or other communication channels. This may include enquiries, feedback, reviews, photographs or other material you voluntarily submit.

We ask that you do not submit personal information that is unnecessary for your enquiry or transaction.



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4. HOW DO WE COLLECT YOUR PERSONAL INFORMATION?

We may collect personal information:

- Directly from you when you complete a website form, contact us, request a quotation, or place an order.
- When you provide information for delivery, fitment, warranty or after-sales support.
- When you communicate with us through email, telephone, social media or messaging platforms.
- When you voluntarily participate in a promotion, competition, survey or marketing activity.
- Automatically through website technologies, such as cookies or server logs, where these are implemented.
- From authorised representatives, business partners or service providers where appropriate and lawful.
- From publicly available sources or other third parties where permitted by law and relevant to our business activities.

Where we receive personal information from another source, we will take the steps required by applicable law to inform you about the relevant collection, unless a lawful exception applies.

5. WHY DO WE USE YOUR PERSONAL INFORMATION?

We process personal information only where we have a lawful basis and for purposes that are relevant to our business activities.

These purposes may include:

5.1 Enquiries and quotations

- Responding to product enquiries.
- Preparing quotations and providing product information.
- Confirming vehicle compatibility and explaining product specifications.
- Communicating with you about available products and services.

5.2 Orders, payments and delivery

- Processing and managing orders.
- Issuing quotations, invoices and other transaction documents.

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- Arranging delivery, collection or fitment.
- Confirming payments and managing accounts.
- Addressing order-related queries and resolving transaction disputes.

5.3 Customer service and product support

- Providing after-sales assistance.
- Managing warranty claims, returns, complaints and service requests.
- Maintaining relevant customer and transaction records.
- Communicating product-care information or important service updates.

5.4 Business administration and legal obligations

- Maintaining accurate business records.
- Meeting tax, accounting, regulatory and other legal requirements.
- Enforcing or defending legal rights.
- Preventing fraud, misuse, security incidents, and unlawful activity.

5.5 Website management and security

- Operating and maintaining our website.
- Troubleshooting technical issues.
- Monitoring website performance and security.
- Improving website functionality and user experience where appropriate.

5.6 Marketing and promotional communications

- Sending information about Wildog products, services, events, promotions or company news where legally permitted.
- Managing marketing preferences and opt-out requests.
- Sharing relevant content through communication channels for which you have provided the required consent or where another lawful basis applies.



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5.7 Other lawful purposes

We may process personal information for another compatible purpose where permitted by POPIA or where you have provided the necessary consent.

6. IS PROVIDING PERSONAL INFORMATION OPTIONAL?

In some circumstances, providing personal information is voluntary. However, certain information may be necessary for us to respond to an enquiry, prepare a quotation, process an order, arrange delivery or fitment, verify a transaction or fulfil a legal obligation.

If you choose not to provide information that is reasonably necessary for a particular service, we may be unable to provide that service or complete the relevant transaction.

Where required by law, we will explain whether the information is mandatory or voluntary and the consequences of not providing it.

7. THE LAWFUL BASIS FOR PROCESSING

Depending on the circumstances, Wildog may process personal information on one or more of the following grounds recognised by POPIA:

- Your consent, where consent is required.
- The performance of a contract or steps taken at your request before entering into a contract.
- Compliance with a legal obligation.
- Protection of a legitimate interest of yours or another person, where legally applicable.
- A legitimate interest pursued by Wildog or a third party, where permitted by law and subject to applicable safeguards.

Where processing is based on consent, you may withdraw that consent, subject to any lawful consequences of withdrawal. Withdrawal does not make processing carried out lawfully before withdrawal unlawful.

8. DIRECT MARKETING

Wildog may communicate with customers and prospective customers about products, services, events and promotions, subject to applicable law.

We will obtain consent where required by POPIA and other applicable legislation. Where the law permits marketing to existing customers without prior consent, we will comply with the relevant conditions, including providing an appropriate opportunity to object where required.



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You may opt out of marketing communications at any time by:

- Using the unsubscribe facility in an email, where available.
- Following the opt-out instructions in the relevant communication.
- Contacting us at marketing@wildog.co.za and requesting that marketing communications stop.

We may continue sending non-promotional messages that are necessary to complete a transaction, provide customer support, communicate important service information or meet a legal obligation.

9. COOKIES AND WEBSITE TECHNOLOGIES

Our website may use cookies and similar technologies to support website functionality, remember preferences, maintain security and, where enabled, understand website usage or measure marketing performance.

Cookies are small files stored on your device by a website. The types of cookies used may include:

- **Essential cookies:** Necessary for core website functions or security.
- **Preference cookies:** Help remember settings or preferences.
- **Analytics cookies:** Help us understand how visitors use the website, where analytics tools are implemented.
- **Marketing cookies:** May be used to measure campaigns or deliver relevant advertising, where such tools are implemented, and their use is lawful.

The actual cookies and tracking technologies used depend on the website's configuration and the services integrated into it. We will not treat optional cookies as necessary merely because they are available.

You may be able to manage cookies through your browser settings or through a cookie preference tool on our website, if provided. Disabling certain cookies may affect website functionality.

Where required, we will provide appropriate information and obtain consent before using non-essential cookies or similar technologies.

10. WHO MAY RECEIVE YOUR PERSONAL INFORMATION?

Wildog does not sell personal information to third parties.

Where necessary for the purposes described in this Notice, we may share relevant personal information with:



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- **Service providers and operators**, including website hosting, information technology, communications, data storage and technical support providers.
- **Payment and financial service providers**, where necessary to process or verify transactions.
- **Delivery and logistics providers**, where required to deliver products or documents.
- **Fitment or other service partners**, where necessary to fulfil a service requested by you.
- **Professional advisers**, such as attorneys, auditors, accountants and other advisers, where reasonably required.
- **Regulatory authorities, law enforcement agencies or courts**, where disclosure is required or authorised by law.
- **Business successors or transaction parties**, where relevant to a lawful merger, restructuring, sale or transfer of business assets, subject to applicable privacy requirements.

We limit disclosures to information reasonably necessary for the relevant purpose.

Where a third party processes personal information on our behalf, we will take reasonable steps to ensure that appropriate confidentiality and security safeguards are in place and that the party complies with applicable legal requirements.

Third parties who process information for their own purposes may have separate privacy notices and responsibilities.

11. INTERNATIONAL TRANSFERS

Some service providers or technology platforms used by a business may store or process information outside South Africa.

If Wildog transfers personal information to another country, we will do so only where permitted by POPIA and subject to applicable requirements, including any required level of protection, appropriate agreement or other lawful basis.

The countries in which personal information may be processed depend on the services and systems Wildog actually uses. You may contact our Information Officer for further information about relevant international transfers, where applicable.

12. HOW LONG DO WE KEEP PERSONAL INFORMATION?

We retain personal information only for as long as reasonably necessary to fulfil the purpose for which it was collected, subject to applicable legal, contractual, accounting, tax and regulatory requirements.



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The retention period may depend on:

- The nature of the information.
- Whether an order, quotation, warranty, complaint or business relationship remains active.
- Applicable statutory record-keeping requirements.
- Whether information is needed to establish, exercise or defend legal rights.
- Legitimate business and security requirements, where permitted by law.

When personal information is no longer required and there is no lawful reason to retain it, we will take reasonable steps to delete, destroy or de-identify it securely.

13. HOW DO WE PROTECT YOUR PERSONAL INFORMATION?

Wildog will take reasonable technical and organisational measures to protect personal information against loss, unauthorised access, misuse, alteration, disclosure or destruction.

Depending on the nature of the information and the risks involved, safeguards may include access controls, passwords, restricted access, security procedures, backups and appropriate service-provider arrangements.

No website, electronic transmission or storage system can be guaranteed to be completely secure. However, we will take reasonable steps to protect the information under our control and to respond appropriately to suspected security incidents.

Where a security compromise triggers a notification obligation under POPIA, we will notify the Information Regulator and affected data subjects as required by law.

14. YOUR RIGHTS UNDER POPIA

Subject to applicable legal requirements and limitations, you may have the right to:

- Be informed about the collection and use of your personal information.
- Request access to personal information we hold about you, using the applicable legal process.
- Request correction or deletion of personal information that is inaccurate, irrelevant, excessive, out of date, incomplete, misleading or unlawfully obtained.
- Request the destruction or deletion of information that we are no longer authorised to retain.
- Object to certain processing activities where POPIA provides that right.



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- Object to the processing of personal information for direct marketing by electronic communication.
- Withdraw consent where processing is based on consent.
- Lodge a complaint with the Information Regulator of South Africa.
- Exercise any other rights available under applicable law.

These rights are subject to lawful grounds for refusing or limiting a request. For example, we may need to retain certain records to comply with legal obligations or establish, exercise or defend legal rights.

To submit a request, contact our Information Officer using the details in Section 2. We may request reasonable information to verify your identity and may need further details to locate the relevant records. Where a prescribed form or process applies, we will advise you accordingly.

15. CHILDREN'S PERSONAL INFORMATION

Our website and products are not intended to encourage children to provide personal information without appropriate supervision.

We do not knowingly collect personal information from children in circumstances where the collection is prohibited or where the required consent or legal authorisation has not been obtained.

Where Wildog needs to process a child's personal information, we will comply with the additional safeguards and requirements applicable under POPIA.

If you believe that a child has provided personal information to us unlawfully, please contact our Information Officer so that we can assess the matter and take appropriate action.

16. THIRD-PARTY WEBSITES AND SOCIAL MEDIA

Our website or communications may contain links to third-party websites, social media platforms, payment services or other external services.

These third parties may collect and process personal information in accordance with their own privacy notices and terms. Wildog does not control the privacy practices or security of external websites and services.

We encourage you to review the privacy information of any third-party platform before providing personal information through it.

If you interact with Wildog through a social media platform, the platform may process your information independently of Wildog.



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17. PHOTOGRAPHS, REVIEWS AND USER-SUBMITTED CONTENT

If you send Wildog photographs, videos, reviews, testimonials or other content, we will process any personal information contained in that material for the purpose for which it was submitted and any other lawful purpose you have agreed to.

We will seek any necessary permission or other lawful basis before using identifiable personal information, photographs or testimonials for public marketing purposes where required by law.

Please do not send photographs, documents or other material containing another person's personal information unless you have the necessary authority or permission to share it.

18. AUTOMATED DECISION-MAKING

Wildog does not intend to make decisions with significant consequences for individuals solely through automated processing without appropriate consideration of applicable legal requirements.

If we introduce automated decision-making that is subject to POPIA, we will implement the required safeguards and provide information where required by law.

19. CHANGES TO THIS PRIVACY NOTICE

Wildog may update this External Privacy Notice from time to time to reflect changes in our business practices, website functionality, technology or legal obligations.

The latest version will be published on www.wildog.co.za. Where required by law, we will provide additional notice or obtain consent for material changes.

We encourage you to review this Notice periodically.

20. COMPLAINTS AND THE INFORMATION REGULATOR

If you have concerns about how Wildog processes your personal information, please contact us first so that we can review and address your concern.

You also have the right to lodge a complaint with the Information Regulator of South Africa.

Information Regulator of South Africa

Website: <https://inforegulator.org.za/>

General enquiries: enquiries@inforegulator.org.za

POPIA complaints: POPIAComplaints@inforegulator.org.za

Please check the Information Regulator's official website for current contact details and the applicable complaint procedure.



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21. CONTACT US

For questions about this External Privacy Notice, the personal information we hold, or the exercise of your privacy rights, please contact Wildog Accessories (Pty) Ltd.

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Website: www.wildog.co.za

Telephone: 010 746 1690

Email: sales@wildog.co.za

Additional sales contacts: sales2@wildog.co.za | sales3@wildog.co.za | sales4@wildog.co.za

Cape Town: capetown@wildog.co.za

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