



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

PRIVACY POLICY & POPIA COMPLIANCE NOTICE

Effective Date: October 12, 2026

Company Name: *WILDOG ACCESSORIES (PTY) LTD*

Website URL: www.wildog.co.za

1. PURPOSE & SCOPE

1.1. **WILDOG ACCESSORIES (PTY) LTD** ("we", "us", or "our") respects your right to privacy and is committed to protecting your personal information in accordance with the **Protection of Personal Information Act 4 of 2013 (POPIA)**.

1.2. This Privacy Policy governs the processing, collection, storage, and handling of personal information collected through our website, online store, customer service channels, and online ordering systems for our 4x4 accessories and manufacturing services.

2. THE RESPONSIBLE PARTY & DETAILS

2.1. **WILDOG ACCESSORIES (PTY) LTD** operates as the **Responsible Party** in terms of POPIA.

2.2. If you have any questions, wish to exercise your rights, or have concerns regarding how your data is processed, please contact our Information Officer:

- **Email Address:** hr@wildog.co.za / marketing@wildog.co.za

3. WHAT PERSONAL INFORMATION WE COLLECT

We collect personal information directly from you when you interact with our website, create an account, purchase 4x4 accessories, request quotes, or sign up for communications. This includes:

- **Identity & Contact Data:** First name, last name, company name, VAT registration number (if applicable), physical delivery address, billing address, phone number, and email address.
- **Vehicle & Fitment Details:** Vehicle make, model, year, and specifications (used solely to verify 4x4 accessory compatibility, fitment requirements, and custom fabrication details).
- **Transaction & Payment Data:** Order history, quote details, and payment transaction references.
- **Technical & Usage Data:** IP address, browser type, cookies, device identifiers, and website navigation patterns collected automatically during your visit.



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4. PURPOSE OF PROCESSING PERSONAL INFORMATION

We process your personal information strictly for legitimate business purposes connected to our services, including:

1. **Order Processing & Fitment:** Processing e-commerce orders, issuing invoices, verifying vehicle fitment, and arranging courier deliveries.
2. **Customer Support & Quotes:** Responding to inquiries, providing custom manufacturing/fabrication quotes, and sending order status updates.
3. **Legal & Financial Compliance:** Accounting, tax reporting, and compliance with South African statutory requirements (including statutory invoicing under the Value Added Tax Act).
4. **Direct Marketing:** Sending news, promotions, and product updates regarding our 4x4 accessories **only** where you have consented (opted-in) or where you are an existing customer (in accordance with Section 69 of POPIA). You may opt-out at any time.

5. SHARING & DISCLOSURE OF INFORMATION

We do not sell, rent, or trade your personal information. We only share relevant data with trusted Operators (third-party service providers) under strict confidentiality agreements, including:

- **Logistics & Courier Partners:** To deliver your purchased 4x4 accessories to your designated address.
- **Payment Gateways:** To process card or EFT payments securely.
- **IT, Hosting & System Vendors:** Providers hosting our e-commerce platform, server infrastructure, or email systems.
- **Legal Authorities:** When required by law, court order, or regulatory bodies in South Africa.

6. CROSS-BORDER DATA TRANSFERS

6.1. Some of our website platforms, database backups, or communication tools may be hosted on secure servers located outside South Africa (e.g., cloud hosting services like AWS, Microsoft Azure, or Google Cloud).

6.2. We ensure that any foreign entities or cloud service providers process your data in compliance with Section 72 of POPIA, ensuring data protection standards substantially similar to POPIA.



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7. DATA SECURITY & RETENTION

7.1. We employ appropriate, reasonable technical and organizational security measures (including SSL encryption, secure firewall protection, access controls, and restricted physical access to customer records) to protect against loss, unauthorized access, or disclosure.

7.2. Personal information is retained only for as long as necessary to fulfil the purpose for which it was collected or to satisfy statutory accounting and tax retention periods under South African law.

8. YOUR DATA PROTECTION RIGHTS (UNDER POPIA)

As a Data Subject in South Africa, you have the right to:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction/Rectification:** Request that we update, correct, or delete inaccurate or incomplete personal information.
- **Objection:** Object on reasonable grounds to the processing of your personal information (including direct marketing).
- **Withdraw Consent:** Revoke previously given consent for processing activities.
- **Lodge a Complaint:** Contact the South African Information Regulator if you believe your rights under POPIA have been infringed.

Information Regulator (South Africa) Contact Details:

- **Website:** <https://inforegulator.org.za/>
- **Complaints Email:** POPIAComplaints@inforegulator.org.za

9. COOKIES POLICY

9.1. Our website uses cookies to enhance user experience, manage shopping carts, analyse traffic, and ensure site functionality.

9.2. You can set your browser to refuse or disable cookies; however, some parts of the website or online store may not function optimally without them.

10. UPDATES TO THIS POLICY

We reserve the right to amend or update this Privacy Policy from time to time to reflect changes in legal requirements or business practices. Revised versions will be published directly on our website with an updated effective date.