



Trendi Holdings (Pty) Ltd
Registration No: 2016/527116/07
Unit 2 Romead Business Park, 23 Malone Road,
Maxmead, Pinetown
Telephone: +27 31 701 8810

PRIVACY NOTICE

Dear Client,

Introduction

TRENDI HOLDINGS (PTY) LTD recognises the protection of personal information (privacy) as an important responsibility and as such, this “**Privacy Notice**” aims to describe our privacy practices including the ways in which we collect, use, disclose and protect your personal information.

This Privacy Notice applies to all our services, and any platforms we may use. When we refer to platforms, we refer to websites, mobile sites or applications, social media platforms or any other technology or mechanism you may use to interact with us.

This Privacy Notice will be reviewed periodically and may change from time to time.

What Personal Information we may collect:

The information that may at any time be collected, retained, and processed by ourselves, will include (but is not limited to):

- Your ID number, Passport number, Drivers Licence and Birth date;
- Your title, full name/s, physical and postal address details, and other address details;
- Your contact details, including email address and telephone number/s;
- Your Banking details;
- Your tax and/or vat registration numbers;



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- Trust, Trustee and Beneficiary information;
- Your marriage certificate, divorce decree or other certificates;
- Details of your qualifications, education, occupation, skills, experience, and employment history (if applicable);
- Membership, directorships, and shareholding held;
- Your health and details of any disability (if applicable);
- Your residency status, investments, assets, liabilities, income, and expenditure;
- Your gender, race, marital status, and language;
- Results of any criminal and/or reference checks (if applicable);
- Financial and/or tax information.

We will only collect information, which is necessary for our mandate, legitimate business interests or required in terms of the law.

This information may be collected when you contract with us as a service provider, request assistance with a service, fill in a form (paper or electronic), and when you contact us telephonically and provide us with the information directly.

How and when will we process your personal information?

Your personal information may only be processed by us for the purpose for which it was provided.

This will include:

- Fulfilment of our mandate, contractual and legal obligations to you;
- To maintain our relationship with you;
- To market our services or other offerings;
- To conduct verification and reference checks where required;
- For audit and record keeping purposes;
- To conduct statistical or market related research;
- As required by legislation, regulation, or industry codes.



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When will we share your information?

We will only share your information with approved service providers where necessary for the purpose agreed to by yourself, to fulfil our mandate or to government or law enforcement agencies where the law requires that we disclose it.

How do we protect your personal information?

We make use of reputable service providers to ensure that care is taken to protect your information and also, that we can restore the data should there be a technical problem. Client information is kept in paper format, electronic format and on a cloud-based server.

Communicating with you

When we communicate with you, we will do this by electronic mail wherever possible, and where this is not possible by courier services and by using the South African postal service or Postnet. We will take reasonable measures to ensure the security of the documents sent to you, but we cannot be held liable for any unauthorised access or disclosure of your information once it has been sent.

Keeping your information

You acknowledge that your information will be stored by us. We will only process and retain your information for as long as the purpose for which we collected it, continues to be relevant, or where we are required to comply with legal or regulatory requirements or to protect our legal interests. This may mean that your information is retained for longer than the minimum time set out by the law.

What are your rights with regards your personal information?

You have the right to request that we correct, destroy, or delete any personal information that we processed for you. This would be information that is inaccurate, irrelevant, out of date, incomplete, misleading, obtained without your permission or that we are no longer authorised to retain.



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You can withdraw your permission for us to use your information at any time, provided that it does not affect the processing of your personal information:

- Prior to the withdrawal of consent;
- If that processing is an obligation imposed by any law;
- As required to finalise the performance of a contract to which you are a party of;
- As required to protect yours, ours or a third party's legitimate interest.

You can object to the processing of your personal information at any time on reasonable grounds:

- If the information is not required to pursue your legitimate interests;
- If the information is being used for Direct Marketing or unsolicited electronic communication, without your consent or by an unknown third party.

You have the right to submit a complaint to the "Information Regulator" regarding an alleged interference with the protection of your personal information.

You have the right to institute civil proceedings regarding an alleged interference with the protection of your personal information processed in accordance with this policy. Complaints can be addressed to:

The Information Regulator
JD House 27 Stiemens Street, Braamfontein, Johannesburg 2001
PO Box 31533, Braamfontein, Johannesburg, 2017
POPIAComplaints@inforegulator.org.za

Our Contact Information

If you have any questions or concerns with regards to this **Privacy Policy**, please contact our Information Officer, Mr Jeremy Rom at: Jeremy@trendiholdings.co.za.