

PRIVACY POLICY

Please read this policy carefully before browsing this website or using any of the services. Your continued use of this website indicates that you have both read and agree to the terms of this privacy policy. You cannot use this website if you do not accept this policy. All sections of this policy are applicable to both wine club members and guests unless the section expressly states otherwise.

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|---|---|
| 1. Our Details: | |
| Full Name: | Crumbs Custom Cupcakes |
| Physical address: | 24E Christiaan Street, Hout Bay, 7806, South Africa |
| Email address: | hello@crumbscustomcupcakes.com |
| Contact number: | +27 (0)76 314 6142 |
| 2. Website URL: | https://crumbscustomcupcakes.com |
| 3. URL for terms of service: | https://crumbscustomcupcakes.com/legal/TermsOfService.pdf |
| 4. List of personal information collected from user: | First name |
| | Surname |
| | Email |
| | Phone Number |
| | Optional Delivery Address |
| 5. Are the contact details collected used to market to the user: | Yes, only for newsletter subscribers. |

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| 6. Will users be prompted to register or create a profile on the website: | Yes, if they want to purchase a tutorial. |
| 7. Are products and/or services sold on the website? | Yes |
| 8. Are payments accepted on the website? | Yes |
| 9. Will payment information be retained? | No |
| 10. Do third parties advertise on the website? | No |
| 11. Does the website hyperlink to any other website? | Yes |
| 12. Is a user's data/information sold, transferred or given away? | No |

1. Introduction

- 1.1 This Privacy Policy is to be read as if specifically incorporated into the Terms of Service, located at the URL as per item 3 of the above Table.

2 Privacy Policy

- 2.1 For the purposes of this section, Personal Information will be understood in accordance with the definition provided in the Protection of Personal Information Act 4 of 2013 ("the Act"). We also subscribe to the principles for electronically collecting personal information outlined in the Act, and the further legislation referred to therein. We endeavour to ensure the quality, accuracy and confidentiality of Personal Information in our possession.

- 2.2 In adopting this Privacy Policy, we wish to balance our legitimate business interests and your reasonable expectation of privacy. Accordingly, we will take all reasonable steps to prevent unauthorised access to, or disclosure of your Personal Information. However, it is impossible to guarantee that your Personal Information shall be 100% secure.
- 2.3 If applicable, users may be prompted to register an account with us in order to make a purchase. Users may be asked to provide the information as listed at item 4 of the above Table (Personal Information) when registering their account with us (if applicable), and when making use of the Website.
- 2.4 We will attempt to limit the types of Personal Information we process to only that to which you consent to (for example, in the context of online registration, newsletters or surveys), but, to the extent necessary, your agreement to these this Privacy Policy constitutes your consent as contemplated in section 69 of the Act.
- 2.5 Any and all payment information provided through the Website will be encrypted by our payment gateway and the information therein shall not be retained.
- 2.6 By agreeing to the terms contained in this Privacy Policy, you consent to the use of your Personal Information in relation to:
 - 2.6.1 The provision and performance of the services;
 - 2.6.2 Responding to any queries or requests you may have;
 - 2.6.3 For security, administrative and legal purposes; and
- 2.7 Although absolute security cannot be guaranteed on the internet, we have in place up-to-date, reasonable technical and organisational security measures to protect your Personal Information against accidental or intentional manipulation, loss, misuse, destruction or against unauthorised disclosure or access to the information we process online.
- 2.8 While we cannot ensure or warrant the security of any Personal Information you provide us, we will continue to maintain and improve these security measures over time in line with legal and technological developments.
- 2.9 We store your Personal Information directly, or alternatively, store your Personal Information on, and transfer your Personal Information to, a central

database. If the location of the central database is located in a country that does not have substantially similar laws which provide for the protection of Personal Information, we will take the necessary steps to ensure that your Personal Information is adequately protected in that jurisdiction.

- 2.10 Your information will not be stored for longer than is necessary for the purposes described in these Terms or as required by applicable legislation.
- 2.11 The Personal Information we collect from users shall only be accessed by our employees, representatives and consultants on a need-to-know basis, and subject to reasonable confidentiality obligations binding such persons.
- 2.12 We constantly review our systems and data to ensure the best possible service to our users. We do not accept any users, or representatives of users, under 18 years of age or who otherwise does not have the relevant capacity to be bound by this Privacy Policy.
- 2.13 Unless otherwise agreed, we will not sell, share, or rent your Personal Information to any third party or use your e-mail address for unsolicited mail. Any emails sent by us will only be in connection with the provision of our services and/or the marketing thereof.

3 Log Files

- 3.1 When you visit the Website, even if you do not create an account, we may collect information, such as your IP address, your browser, the pages on our website that you visit, the date and length of your visit, and other information concerning your computer or mobile device's operating system, language settings, and broad demographic information. This information is aggregated as anonymous data and does not identify you specifically.

4 Cookies

- 4.1 This Website uses cookies. A cookie is a small piece of information stored on your computer or smart phone by the web browser. The two types of cookies used on the Website are described below:

- 4.1.1 "Session cookies": These are used to maintain a so-called 'session state' and only lasts for the duration of your use of the Website. A session cookie expires when you close your browser, or if you have not visited the server for a certain period of time. Session cookies are

required for the Platform to function optimally, but are not used in any way to identify you personally.

- 4.1.2 "Permanent cookies": These cookies permanently store a unique code on your computer or smart device hard drive in order to identify you as an individual user. No Personal Information is stored in permanent cookies. You can view permanent cookies by looking in the cookies directory of your browser installation. These permanent cookies are not required for the Website to work, but may enhance your browsing experience.

5 Links from the Website

- 5.1 The Website may contain links to other Third Party Websites, including (without limitation) social media platforms and payment gateways. If you select a link to any Third Party Website, you may be subject to such Third Party Website's terms and conditions and/or other policies, which are not under the control, nor responsibility, of us.
- 5.2 Hyperlinks to Third Party Websites are provided "as is", and we do not necessarily agree with, edit or sponsor the content on Third Party Websites.
- 5.3 We do not monitor or review the content of any Third Party Website. Opinions expressed or material appearing on such websites are not necessarily shared or endorsed by us and we should not be regarded as the publisher of such opinions or material. Please be aware that we are not responsible for the privacy practices, or content, of other websites, either.
- 5.4 Users should evaluate the security and trustworthiness of any Third Party Website before disclosing any personal information to them. We do not accept any responsibility for any loss or damage in whatever manner, howsoever caused, resulting from your disclosure to third parties of personal information.

6 Application of the Electronic Communications and Transactions Act 25 Of 2002 ("ECT Act")

- 6.1 Data Messages (as defined in the ECT Act) will be deemed to have been received by us if and when we respond to the Data Messages.
- 6.2 Data Messages sent by us to a user will be deemed to have been received by such user in terms of the provisions specified in section 23(b) of the ECT Act.

- 6.3 Users acknowledge that electronic signatures, encryption and/or authentication are not required for valid electronic communications between users and us.
- 6.4 Information to be provided in terms of section 43(1) of the ECT Act:
 - 6.4.1 Users warrant that Data Messages sent to us from any electronic device, used by such user, from time to time or owned by such user, were sent and or authorised by such user, personally.
 - 6.4.2 This Website is owned and operated by us, and our details are as recorded at item 1 of the above Table.
- 6.5 Address for service of legal documents: as recorded at item 1 of the above Table.
- 6.6 Contact Number: as recorded at item 1 of the above Table.
- 6.7 Website URL: as recorded at item 2 of the above Table.
- 6.8 Email address: as recorded at item 1 of the above Table.