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**LADY SHIELD MOBILE APPLICATION MOBILE APPLICATION PRIVACY POLICY**

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DATED: July 2020

## **MOBILE APPLICATION PRIVACY POLICY**

This mobile application is owned and operated by Trina Marketing Services (Pty)Ltd T/A Lady Shield mobile application and will be referred to as "We", "our" and "us" in this Internet Privacy Policy. By using this site, you agree to the Internet Privacy Policy of this mobile application ("the mobile application"), which is set out on this mobile application page. The Internet Privacy Policy relates to the collection and use of personal information you may supply to us through your conduct on the mobile application.

We reserve the right, at our discretion, to modify or remove portions of this Internet Privacy Policy at any time. This Internet Privacy Policy is in addition to any other terms and conditions applicable to the use of this mobile application. We do not make any representations about third party websites that may be linked our mobile application.

We recognise the importance of protecting the privacy of information collected about visitors to our mobile application, in particular information that is capable of identifying an individual ("personal information"). This Internet Privacy Policy governs the manner in which your personal information, obtained through the mobile application, will be dealt with. This Internet Privacy Policy should be reviewed periodically so that you are updated on any changes. We welcome your comments and feedback.

### **Personal Information**

1. Personal information about visitors to our site is collected only when knowingly and voluntarily submitted. For example, we may need to collect such information to provide you with further services or to answer or forward any requests or enquiries. It is our intention that this policy will protect your personal information from being dealt with in any way that is inconsistent with applicable privacy laws in South Africa.

### **Use of Information**

2. Personal information that visitors submit to our site is used only for the purpose for which it is submitted or for such other secondary purposes that are related to the primary purpose, unless we disclose other uses in this Internet Privacy Policy or at the time of collection. Copies of correspondence sent from the mobile application, that may contain personal information, are stored as archives for record-keeping and back-up purposes only.

### **Collecting information on Registered members**

3. As part of registering with us, we collect personal information about you in order for you to take full advantage of our services. To do this it may be necessary for you to provide additional information to us.

4. We use information to help improve the [safety and reliability](#) of our services. This includes detecting, preventing, and responding to fraud, abuse, security risks, and technical issues that could harm our service, our users, or the public and also to have all the necessary required information about you in cases of emergency to forward to your emergency contacts or legal authorities.

5. *Registration*

Registration is completely optional. Registration may include submitting your name, email address, address, telephone numbers, option on receiving updates and promotional material and other information. You may access this information at any time by logging in and going to your account.

**Disclosure**

6. Apart from where you have consented or disclosure is necessary to achieve the purpose for which it was submitted, personal information may be disclosed in special situations where we have reason to believe that doing so is necessary to identify, contact or bring legal action against anyone damaging, injuring, or interfering (intentionally or unintentionally) with our rights or property, users, or anyone else who could be harmed by such activities. Also, we may disclose personal information when we believe in good faith that the law requires disclosure.

7. We may engage third parties to provide you with goods or services on our behalf. In that circumstance, we may disclose your personal information to those third parties in order to meet your request for goods or services.

**Security**

8. We strive to ensure the security, integrity and privacy of personal information submitted to our sites, and we review and update our security measures in light of current technologies. Unfortunately, no data transmission over the Internet can be guaranteed to be totally secure.

9. However, we will endeavour to take all reasonable steps to protect the personal information you may transmit to us or from our online products and services. Once we do receive your transmission, we will also make our best efforts to ensure its security on our systems.

10. In addition, our employees and the contractors who provide services related to our

information systems are obliged to respect the confidentiality of any personal information held by us. However, we will not be held responsible for events arising from unauthorised access to your personal information.

### **Collecting Information for Users**

11. The information we collect includes [unique identifiers](#), browser type and settings, device type and settings, operating system, phone number, and application version number. We also collect information about the interaction of your apps, browsers, and devices with our services, including [IP address](#), crash reports, system activity, and the date, time, and [referrer URL](#) of your request.

12. *Location*

We collect information about your location when you use our services, which helps in the sending of location to your pre-configured emergency contacts in case of emergency.

Your location can be determined with varying degrees of accuracy by:

GPS

IP address

Sensor data from your device

Information about things near your device, such as Wi-Fi access points, cell towers, and Bluetooth-enabled devices.

### **Access to Information**

13. We will endeavour to take all reasonable steps to keep secure any information which we hold about you, and to keep this information accurate and up to date. If, at any time, you discover that information held about you is incorrect, you may contact us to have the information corrected.

14. In addition, our employees and the contractors who provide services related to our information systems are obliged to respect the confidentiality of any personal information held by us.

**Links to other sites**

15. We provide links to other sites outside of our mobile applications, as well as to third party Mobile applications. These linked sites are not under our control, and we cannot accept responsibility for the conduct of companies linked to our mobile application. Before disclosing your personal information on any other mobile application, we advise you to examine the terms and conditions of using that Mobile application/site and its privacy statement.

**Indemnity**

16. By accessing our mobile application and related sites, you agree to indemnify and hold us harmless from all claims, actions, damages, loss of life, injury, costs and expenses including legal fees arising from or in connection with your use of our mobile application.

**Jurisdiction**

17. These terms and conditions are to be governed by and construed in accordance with the laws of South Africa and any claim made by either party against the other which in any way arises out of these terms and conditions will be heard in South Africa and you agree to submit to the jurisdiction of those Courts.
18. If any provision in these terms and conditions is invalid under any law the provision will be limited, narrowed, construed or altered as necessary to render it valid but only to the extent necessary to achieve such validity. If necessary the invalid provision will be deleted from these terms and conditions and the remaining provisions will remain in full force and effect.

**Problems or questions**

19. If we become aware of any ongoing concerns or problems with our mobile applications, we will take these issues seriously and work to address these concerns. If you have any further queries relating to our Privacy Policy, or you have a problem or complaint, please contact us. [info@ladyshield.com](mailto:info@ladyshield.com)