

Privacy Policy

By accessing <https://atfonline.co.za>, related mobi-sites or software application "portal.atfonline.co.za" (the "Website"), you, as the user, confirm that you have read, understood and agree to the terms of this policy.

1. We, as All Things Firearms (Pty) Ltd ("ATF"), a South African company who owns and/or operates the Website, ("We" or "Us"), respect your privacy and the security of your personal information is important to Us.
2. We collect your personal information, as reflected in paragraph 6, directly from you when you register or use the Website. You warrant to provide accurate and current information, not to impersonate or misrepresent any person or entity or falsely state or otherwise misrepresent your affiliation with anyone or anything.
3. In order for you to register and use the Website or any of the Website offerings, it will be mandatory for you to provide Us with your personal and special personal information and for Us to process some of your personal information. Failure to provide the necessary personal information will require removal of your profile from the Website and will, effectively, remove your ability to access, use or enjoy the Website, the Website offerings or to receive and process transactions on the Website. You should familiarise yourself with what the terms "process", "personal information" and "special personal information" mean, as these terms are defined in the Protection of Personal Information Act No. 4 of 2013 ("POPI"). You should further be aware that processing includes, but is not limited to, collection, receipt, recording, organisation, collation, storage, updating or modification, retrieval, alteration, consultation, use dissemination by means of transmission, distribution or making available in any other form, or merging, linking, restriction, degradation, erasure or destruction of your personal information.
4. If you choose to post publicly on any weblog or otherwise, you explicitly give Us permission to share your personal information with others, such personal information may become public.
5. Use of the Website is subject to the Website Terms of Use, which are available at <https://atfonline.co.za>.

6. Information Collection and Retention

- 6.1. **Personal Information We Collect.** We may collect information that identifies you when accessing the Website, which includes:
 - 6.1.1. contact name, physical addresses, phone numbers, postal addresses, location information, identification numbers, user registration name, billing and delivery information, email addresses and other financial account information (excluding your credit card information which shall not be retained by Us), personal opinions, views or preferences;
 - 6.1.2. other information users provide to Us, however, which does not identify users personally;
 - 6.1.3. information from third parties; and
 - 6.1.4. traffic and usage information generated from user visits to the Website, including traffic data and the type of device that users use to access the Website.
- 6.2. **Tracking Technologies ATF Uses.** We may use a variety of technologies to collect information, including cookies, flash cookies and general log information for the purposes as reflected in paragraph 7.

6.3. **Retention of Personal Information.** We will not retain your personal information for longer than is necessary to achieve the purpose for which the personal information was originally collected, to comply with applicable laws, as authorised by applicable laws or as otherwise agreed with you.

7. **How We Use Your Personal Information.** We collect your personal information for the following purposes:

7.1. to provide, operate, maintain, improve, and promote the Website;

7.2. to enable users to access and use the Website, including uploading, downloading, collaborating on, and sharing content;

7.3. to process and complete transactions and send users related information, including order, purchase, delivery, return and payment confirmations and invoices;

7.4. to send transactional messages, including responding to user comments, questions and requests, providing user services and support, sending users technical notices, providing updates, upgrades and bug-fixes, providing security alerts and administrative messages;

7.5. to send promotional communications, such as providing users with information about related services, features, newsletters, offers, promotions, contests, events and sending updates about user teams and chat rooms (You may opt out of marketing communications at any time);

7.6. to monitor and analyse trends, usage and activities, in relation to the Website and specific transactions, to investigate and prevent fraudulent transactions, unauthorized access to the Website and other illegal or criminal activities;

7.7. to personalise the Website content, features or advertisements to improve your user experience; and

7.8. to enable users to share content with other users according to their selections, preferences, or designations.

8. **Advertising, Ratings and Sharing**

8.1. **Advertising and Cookies**

8.1.1. **Use of Cookies.**

8.1.1.1. ATF uses Google Ads Remarketing ("Google Ads") to advertise the Website across the internet. Google Ads will display relevant ads tailored to you based on the parts of the Website you have viewed by placing a cookie on your machine. THIS COOKIE DOES NOT IN ANY MANNER IDENTIFY YOU OR GIVE ACCESS TO YOUR COMPUTER. The cookie is used to say, "This person visited this page, so show them ads that relate to that page". Google Ads allows ATF to tailor its marketing campaigns to better suit your needs and only display ads that are relevant to you. If you do not wish to participate in the ATF Google Ads campaign, you may opt out by visiting Google's Ads Preferences Manager.

8.1.2. We may also use cookies to:

8.1.2.1. recognize your computer; or

8.1.2.2. send/display online advertisements to you.

8.2. **Service Providers.** We may share your personal information with third party service providers we contract to perform functions and provide services to Us and in support of the Website, subject to the terms of this policy and the purpose for collection of your personal information, and only to the extent necessary:

- 8.2.1. to process payments;
 - 8.2.2. to prevent, detect and investigate fraud or other illegal or prohibited activities;
 - 8.2.3. to facilitate dispute resolution, such as chargebacks, returns or refunds;
 - 8.2.4. for other purposes associated with the acceptance of credit or debit cards;
 - 8.2.5. to facilitate debt recovery, legal processes, legal compliance, legal advice, orders, credits, debits or deliveries;
 - 8.2.6. to ensure the availability and functioning of the Website.
 - 8.2.7. to complete correspondence in relation to the aforementioned; or
 - 8.2.8. to ensure back-up and replication activities. This may include third party service providers based in third countries, located in the European Union, with the following level of protection: General Data Protection Regulation (EU) 2016/679 (GDPR).
- 8.3. **Ratings and Reviews.** By you providing a rating or review, you consent to ATF using that rating or review as we deem fit, including, without limitation, on the Website, in newsletters or other marketing materials. The name that will appear next to that rating or review is your first name, as you would have provided upon registration. If you do not agree to this, please do not put any ratings or reviews on the Website. We will not display your last name, nor any of your contact details, with a rating or review.
- 8.4. **Sharing.** We may, subject to paragraphs 7 and 8.2, share your personal information with:
- 8.4.1. ATF's directors, employees, contractors, agents, representatives and/or third-party service providers who assist Us to interact with you via the Website, email or any other method, for the ordering of products and/or services or when delivering such products and/or services to you, and thus need to know your personal information to assist Us to communicate with you properly and efficiently;
 - 8.4.2. law enforcement, government officials, fraud detection agencies or other third parties when we believe, in good faith, that the disclosure of your personal information is necessary to prevent physical harm or financial loss, to report or support the investigation into suspected illegal activity or to investigate violations of any of ATF's Website Terms of Use;
 - 8.4.3. third parties if such disclosure is required to comply with any applicable law, subpoena, order of court or legal process served on Us, or to protect and defend ATF's rights or property, or the rights of other data subjects. In the event of a fraudulent online payment, we are entitled to disclose relevant information for criminal investigation purposes or in line with any other legal obligation for disclosure of the information which may be required of Us;
 - 8.4.4. ATF's third party service providers whom we contract to perform functions and provide services as part of ATF's business operations (fraud prevention, marketing, technology services, payment processing, etc.). ATF's standard contracts dictate that these third party service providers may only use your personal information in connection with the services they perform for Us and not for their own benefit, or the benefit of another party, and may not disclose your personal information without ATF's prior written consent; and
 - 8.4.5. to any Website third party seller to facilitate deliveries or returns.

9. **Accessing and Correcting Your Personal Information.** You have the right to access and correct your personal information held by ATF, to request a record of processing and to object to further processing of your personal information. We provide users with the opportunity to ensure that contact information and preferences are accurate, complete and up to date, through each user's account, which is accessible from <https://portal.atfonline.co.za>.
10. **No Security Guarantees.** We strive to use appropriate, reasonable technical and organisational measures to protect your personal information, however, as you will be transacting by using the internet, we cannot guarantee the absolute security of your personal information. Your access to the Website depends on your use of telecommunications networks and devices that are outside of the Company's control. It is your responsibility to select the best networks and devices.
11. **Amendments to the Policy.** ATF may, at its sole discretion, amend this policy and publish such on the Website. You have the responsibility to review any amendments to the policy as published. Save as expressly provided to the contrary in this policy, the amended version of this policy shall always supersede and replace all previous versions thereof.
12. **Links to Other Websites.** We may link to other websites. We will not be responsible for the content on, or privacy practices or policies of, third party websites linked to the Website.
13. **Contact.** Should you wish to contact ATF to lodge a complaint or to exercise any right in terms of applicable law or this policy, you may contact the ATF Information Officer by email at support@atfonline.co.za.
14. **Information Regulator.** If you believe that your personal information has been unlawfully accessed or acquired, you may contact ATF and provide details of the incident so that we can investigate the matter. We will treat your complaints confidentially (unless otherwise required by applicable law), investigate those complaints, and aim to ensure that they are resolved within a reasonable period. Should you feel aggrieved by any action, or lack of action by ATF in relation to your personal information, you may approach the office of the Information Regulator as follows:

Physical address: JD House, 27 Stiemens Street, Braamfontein, Johannesburg, 2001;

Email address: complaints.ir@justice.gov.za; and

Website: <https://justice.gov.za/inforeg/index.html>.