

**KIA SPRINGFIELD (PTY) LTD T/A KIA SPRINGFIELD**

**REGISTRATION NO: 2021/412352/07**

**PRIVACY POLICY**

At KIA SPRINGFIELD, we place customer service first. We are not just another motor dealer We are striving to be a cut above the rest both in service levels, pricing and meeting commitments.

We deliver not only excellent but superior customer service in all departments.

We will, from time-to-time, ask our customers for some personal data in order to communicate effectively and to comply with legislation. We will also ask you about your personal information for purposes where we act as your agent with product providers, or where we must comply with other laws such as the Financial Intelligence Centre Act (FIC) or National Credit Act AND / OR where we have to comply with the FSCA regulations of offering you any regulated products. In every instance where we obtain your personal information, we guarantee that we as RESPONSIBLE PARTY will at all times respect your privacy and deal with your personal information in a responsible manner and in compliance with the POPIA act.

This is the Privacy Policy of KIA SPRINGFIELD (we or us). It applies to the personal information of visitors to our websites and all our guests/clients and potential clients who engage with us in any manner including personally or electronically.

We also guarantee that we

- Have a defined business purpose.
- Retain your data only as long as we need it for business purposes.
- Destroy your data comprehensively as soon as we can after expiry of our business purpose.
- Will not use the information to infringe on your privacy in any way.

**1. Definition of Personal Information**

According to the POPI Act "Personal Information" means information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person. The POPI Act, which has more specific examples if you need them, can be found at the following link (please copy and paste):

[https://www.gov.za/sites/default/files/gcis\\_document/201409/3706726-11act4of2013protectionofpersonalinforcorrect.pdf](https://www.gov.za/sites/default/files/gcis_document/201409/3706726-11act4of2013protectionofpersonalinforcorrect.pdf)

## **2. Collection and Storage of Personal Information**

In the course of our business, personal information such as names, addresses, Tel, cell, e-mail may be collected and held, for use in fulfilling the primary purposes intended. Information retained on our database is also used to inform stakeholders and customers of relevant developments in procedures or products which we believe is either necessary or will assist in the use of the product or service we offer. Unless we are informed otherwise, we will continue to use the information collected in this manner. Accuracy of information is important to us and changes or corrections to information held will be welcomed at any time.

Normally we collect information from the persons concerned and they are under no obligation to provide it.

We collect information directly from you where you provide us with your personal details, for example when you purchase or supply a product or services to or from us or when you submit enquiries to us or contact us. Where possible, we will inform you what information you are required to provide to us and what information is optional.

Most personal information is stored in-house. In some cases, such as certain web-based services that are contracted out, necessary contractual measures are taken to protect this information.

- To this end please take care to read our terms and conditions when accessing the website [www.kiaspringfield.co.za](http://www.kiaspringfield.co.za) , when entering into agreements for the purchase and sale especially of vehicles and or servicing of vehicles as we are obliged to share some of your information with our franchisors/subcontractors/finance houses( if applicable);

All reasonable steps are taken to protect the security of the personal information held, be it stored in electronic or hard copy form. Access is available to the person whose information is held, subject to the payment of reasonable expenses incurred in extracting such information. Access to personal information can be arranged by contacting:

**Physical address: 47 INTERSITE AVENUE**

**SPRINGFIELD PARK, 4051**

**Tel: 031 822-8950**

Email: [dp@kiaspringfield.co.za](mailto:dp@kiaspringfield.co.za)

## **3. Use of your information.**

The information you provide on our website, or personally or by e-mail or other electronic media may be held and used by us for invoicing out to you, sending information to you about our products and services from time to time, to arrange quotations for you ,to prepare offer to purchase agreements, used to support / make application for finance/financial products / warranty if requested, to arrange for any other service that we may be able to provide and generally to act in accordance with your mandate to us.

We may also use the information to where necessary for safety campaigns / product recall campaigns/service history follow up/ customer experience engagement/product launches /open day invitations/special offers.

You may at any stage withdraw your consent. email: [dp@kiaspringfield.co.za](mailto:dp@kiaspringfield.co.za) or click unsubscribe on our website [www.kiaspringfield.co.za](http://www.kiaspringfield.co.za)

#### **4. Disclosure of your information**

We may disclose your information to other companies such as BANKS where applicable and/or operators contracted to us, such as fitment centres, including their respective partners, agents and sub-contractors, for any of the above purposes. In addition, we may disclose your information as may be required by law, regulation, or legal proceedings.

We may also disclose/share your information with the manufacturers other suppliers that will enhance the products we supply to you and that may be of benefit/value to you (examples warranty recall campaigns etc)

#### **5. Personal Information Security**

We are legally obliged to provide adequate protection for the Personal Information we hold and to prevent any unauthorised access and use of personal information. We will, on an on-going basis, continue to review our security controls and related processes to ensure that your Personal Information is secure

When we contract with third parties, we impose appropriate security, privacy and confidentiality obligations on them to ensure that Personal Information that we remain responsible for, is kept secure.

We will ensure that anyone to whom we pass your Personal Information agrees to treat your information with the same level of protection as we are obliged to.

#### **6. WEBSITE ACCESS AND COOKIES**

##### **Why do we collect personal information from our website?**

We respect stakeholders' privacy at all times. When processing your enquiry, we collect personal information about you for the primary purpose of providing you with a high level of customer service.

To understand how our visitors use the website, to improve our website service, and to ensure optimum service delivery in respect of services you have requested or may be in your interest.

Inform you of other products or services available that will be of benefit to you.

Engage with you via our customer experience desk or surveys and to conduct research about your opinion of current services or of potential new services that may be offered.

We may, from time to time, contact you on behalf of external business partners (operators) about a particular product or service that we believe may be of interest to you.

In addition, we may share data with trusted partners like web designers /hosting partners(operators) to help us perform statistical analysis, send you email or postal mail or SMS, provide customer support, or arrange for deliveries.

All such third parties (operators) are prohibited from using your personal information except to provide their services to Us and they are required to maintain the confidentiality of your information.

To respond to any general enquiries submitted by you via the website /WhatsApp/ SMS.

##### **What happens if you don't provide the personal information we require?**

We may not be able to supply the products and/or services you require from us.

We may not be able to respond to your enquiry as submitted to us through the "Contact Us" webpage/WhatsApp/SMS platform.

## **7. Opt Out / Unsubscribe**

We need your consent to send you promotional materials. If you consent to this, you will be notified of new products through e-mail /SMS / or other electronic media as preferred. Should any member of your family or friend wish to avail our services they may access our website [www.kiaspringfield.co.za](http://www.kiaspringfield.co.za)

## **8. About Cookies**

When you visit our website, we place a text file called a "cookie" in the browser directory of your computer's hard drive. A cookie is a small piece of information that a website can store on your web browser and later retrieve. The cookie cannot be read by any website other than the one that set up the cookie. Cookies enable this website to recognise the information you have consented to give to this website and help us determine what portions of this website are most appropriate for your professional needs.

As a result, cookies will allow you to retrieve previous image search results. We do NOT use cookies to examine your surfing behaviour before or after leaving OUR WEBSITE.

If at any time you believe that WE have not followed the above policy, or if you would like your information to be removed from our system, please e-mail [dp@kiaspringfield.co.za](mailto:dp@kiaspringfield.co.za) We will make reasonable efforts to identify and correct any problem.

## **9. Anti-Spam**

KIA SPRINGFIELD adheres to the principles of permission marketing and does not knowingly send out messages to databases where customers have not willingly agreed to receive those messages. Should WE be informed that a database has been acquired for the use of spam; the contract with that client will be terminated immediately. This policy has been put in place to protect the user from unsolicited email.

## **10. Copyright and trademark information**

KIA SPRINGFIELD reserves all intellectual property rights in respect of any content on the Website.

## **11. Right to object**

In terms of the POPI Act (POPIA) section 18. (h) (iv) you have the right to object to the processing of personal information as referred to in section 11(3) of the POPIA.

## **12. Complaints**

If you believe that your personal information has been unlawfully accessed or acquired, you can contact us and provide details of the incident so that we can investigate it.

We will treat your complaints confidentially (unless otherwise required by law), investigate those complaints and aim to ensure that they are resolved within a reasonable time.

Contact our Information Officer by e-mailing details to [dp@kiaspringfield.co.za](mailto:dp@kiaspringfield.co.za)

In terms of the POPI Act (POPIA) section 18. (h) (v) you also have the right to lodge a complaint to the Information Regulator (South Africa) (IRSA). The IRSA contact details are:

<https://www.justice.gov.za/inforeg/contact.html>

JD House, 27 Stiemens Street

Braamfontein, Johannesburg, 2001

P.O Box 31533 Braamfontein, Johannesburg, 2017 Complaints email: [complaints.IR@justice.gov.za](mailto:complaints.IR@justice.gov.za)