

# Privacy Policy



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The website [www.applxbridge.com](http://www.applxbridge.com), as well as the registered domains cyberfenders.com and cyberfenders.net, are owned and operated by Applxbridge (Pty) Ltd with company number 2003/022842/07, a proprietary limited company incorporated in South Africa (herein after referred to as “Applxbridge”).

Applxbridge complies with the Protection of Personal Information Act (the POPI "Act"). For the purposes of the Act, Applxbridge is the data controller and sole owner of the personal information collected on the website. Applxbridge complies with the General Data Protection Regulation (GDPR).

Applxbridge cares about your privacy. We collect user information in an effort to improve your online experience, to support your ability to access and edit your payment information, and to communicate with you about our products, services and promotions. We do not sell or rent your personal information to third parties. As described in this policy, we do, however, share your information with third parties that provide services on our behalf or with whom we have partnered to offer a particular product or service. This policy details the information that we collect about you, why we collect it, how we use it and when we share it with third parties. Our policy also describes the choices you can make about how we collect and use your information. If you have any questions about our privacy policy, you are welcome to contact us by email at [info@applxbridge.com](mailto:info@applxbridge.com).

By voluntarily providing us with your personal information, you are consenting to our use of it in connection with the Applxbridge services and in accordance with this privacy policy.

If our privacy policy changes, we will post an updated version on our website. The policy revision date will be posted at the top of the page. You may exercise your choices about how we collect your information at any time.

## **What kind of information does Applxbridge collect about me?**

We collect information that you voluntarily submit to Applxbridge, for example:

- Identifying information, such as your company name, or your company physical address, or your company email address, or your company tax number, or your location, or your business unit, or your company time zone;
- Security information, such as your username and password;
- Queries to the Help Desk;
- Website behaviour, such as pages visited, downloads, or searches requested;
- Browser information, such as browser version, IP address, and the presence of various plug-ins and tools

Information that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

## **How do you use my information?**

Applxbridge collects information from you when you voluntarily submit that information to Applxbridge by subscribing to our services. After you have registered your email address on our websites and if you have clicked "Remember Me" or signed in to the websites, Applxbridge may collect website behaviour and browser information as you navigate through the website. We may use this information to improve the website, tailor information to you, and/or to direct pertinent marketing promotions to you.

## **Does Applxbridge share my information with third parties?**

Applxbridge employs third party vendors, service providers and suppliers to perform various functions on our behalf. Third-party services may include, but are not limited to: customer information management; processing credit card or check card payments, analysing data; developing, hosting and maintaining our websites and databases; or to communicate with our customers about Applxbridge. We do not authorise any of these service providers to make any other use of your information or to contact you outside the context of these services. In the unlikely event of a sale of some or all of our business, Applxbridge will disclose your personal information to a purchaser that agrees to abide by the terms and conditions of this privacy policy.

Applxbridge may also disclose your personal information to the extent that we are required to do so by law, in connection with any legal proceedings and in order to establish, exercise or defend our legal rights.

## How do I access, change, or delete my information?

Your information can be accessed and edited from the profile page on the website, and separately in our “customer service desk” application which can be accessed from <http://applxbridge.com/contact-us/>. Your information can be deleted by contacting us by email on [info@applxbridge.com](mailto:info@applxbridge.com). We will respond to your request in a reasonable timeframe, and in any event in less than 30 days.

## How does Applxbridge protect kids' privacy?

The Applxbridge website is generally not intended for use by children. We do not knowingly sell or market to, solicit information from, or sell products or services to people under 18. If you are a parent of a child under the age of 18 and your child has used our websites, you may contact us by email at [info@applxbridge.com](mailto:info@applxbridge.com) and we will delete any personal information about your child as soon as reasonably possible.

## What are cookies? How does Applxbridge use cookies on its site?

We receive and store certain types of information whenever you interact with us through cookies. A cookie is a small data file written to a user's hard drive. Like many websites, we use cookies, and we obtain certain types of information when your web browser accesses [www.applxbridge.com](http://www.applxbridge.com). This enables Applxbridge to provide you with a personalised experience and helps save you time when you are on the website.

Please note that the specific cookies we may use vary depending on the services you use.

- Essential cookies: These cookies are strictly necessary to provide you with our websites and services and to enable essential features.
- Performance and functionality cookies: These cookies collect information about how you use our website and services and allow us to remember the choices you make while browsing. The information these cookies collect allows us to optimise our websites and make them easier for you to use, and it does not personally identify you.
- Analytics and customisation cookies: These cookies collect information we use in aggregate form to help us understand how our website and services are being used and how effective our marketing campaigns are, and to help us customise our websites.
- Social networking cookies: These cookies are used to enable you to share pages and content on our website through third-party social networking and other websites. These cookies may also be used for advertising purposes.

## **How do I know if my subscription information is secure?**

Applxbridge utilises security measures to protect the customer information we collect. We have implemented technological and organisational procedures designed to protect the integrity and security, and to ensure the appropriate use of your personal information collected or used by Applxbridge.

## **What about links to other websites and services?**

The Applxbridge websites may contain links to other websites. Applxbridge does not control the privacy practices of those websites. You should review any privacy policies applicable to those websites before supplying any personal information. Applxbridge is not responsible for the content or practices of any linked websites, and we provide these links solely for the convenience and information of our visitors.

Any violation of this policy, whether intentional or not, must be immediately be brought to the attention of Applxbridge management by email to [info@applxbridge.com](mailto:info@applxbridge.com) for the necessary corrective action.

## **What are your Rights?**

Depending on where you live, you may have the rights described below.

You have the right to access, correct, or delete the personal information that we collect. You are also entitled to object to or restrict, at any time, the further processing of your personal information. You have the right to receive your personal information in a structured and standard format. You may lodge a complaint with the competent data protection authority regarding the processing of your personal information.

To protect the privacy and the security of your personal information, we may request information from you to enable us to confirm your identity and right to access such information, as well as to search for and provide you with the personal information we maintain. There are instances where applicable laws or regulatory requirements allow or require us to refuse to provide or delete some or all of the personal information that we maintain.

## How do you close your Account?

You can contact us by email at [info@applxbridge.com](mailto:info@applxbridge.com) to close your account in relation to the following uses of your personal information:

- providing, improving, and developing our products and services;
- communicating with you;
- offering and measuring targeted advertisements and services;
- promoting safety and security; or
- providing products and services.

If you close your account, we have no obligation to retain your information, and we may delete any or all of your information without liability. We may retain, however, information related to you if we believe it may be necessary to prevent fraud or future abuse, if required by law, or for legitimate purposes, such as analysis of non-personal information, account recovery, auditing our records, or enforcing our rights and obligations under our agreements.

## What about Information Security, Integrity, and Retention?

It is important that you take precautions to protect against unauthorised access using your account credentials. If you feel that the security of your account or personal information has been compromised, please immediately contact us by email at [info@applxbridge.com](mailto:info@applxbridge.com). Please be aware that, despite our efforts, no security system is impenetrable. In the event of a security breach, we will promptly notify you and the proper authorities if required by law.

We will retain your personal information for as long as it is necessary to fulfil the purposes outlined in this Privacy Statement, unless a longer retention period is required or permitted by law.