

MERCHANT WEST HOLDINGS (PTY) LTD PRIVACY POLICY

1. INTRODUCTION

Merchant West Holdings (Pty) Ltd and its subsidiaries ("Merchant West", "we", "us", or "our") respect your privacy and are committed to protecting your personal information in accordance with the Protection of Personal Information Act 4 of 2013 ("POPIA"), the Electronic Communications and Transactions Act 25 of 2002 ("ECTA"), the Consumer Protection Act 68 of 2008 ("CPA"), and other applicable South African laws.

This Privacy Policy explains how we collect, use, disclose, safeguard and retain personal information in the course of our business operations, including through our websites, digital platforms, and services.

By engaging with Merchant West, you consent to the processing of your personal information in accordance with this Policy.

2. DEFINITIONS

2.1 "Personal Information" means any information relating to an identifiable living natural person and, where applicable, an identifiable existing juristic person, as defined in POPIA.

2.2 "Special Personal Information" includes sensitive data such as financial, biometric, or personal information, which we will only process in strict compliance with POPIA at all times.

2.3 "User/You/Your" refers to any individual or juristic person who interacts with Merchant West, whether as a customer, supplier, employee, applicant, or website visitor.

3. INFORMATION WE COLLECT

3.1 We collect personal information directly from you and, where lawful, from third parties and public sources. Information may include:

3.1.1 Individuals:

3.1.1.1 Name and surname;

3.1.1.2 Identity number or passport number;

3.1.1.3 Contact details (address, phone numbers, email);

3.1.1.4 Date of birth and demographic information;

3.1.1.5 Employment and financial details;

3.1.1.6 Device and online identifiers (IP address, cookies, geolocation, usage data);

3.1.1.7 Credit and payment information;

3.1.1.8 Records of services requested, used or provided.

3.1.2 Juristic Persons / Corporate Clients:

3.1.2.1 Company name and registration number;

3.1.2.2 VAT number;

3.1.2.3 Physical and postal address;

3.1.2.4 Contact details of representatives;

3.1.2.5 Financial and credit information;

3.1.2.6 Online usage and device identifiers.

4. PURPOSE OF PROCESSING

We process your personal information lawfully and only for legitimate business purposes, including:

4.1 To provide financial, investment, leasing and related services to you.

4.2 To assess creditworthiness and manage credit applications.

- 4.3 To comply with legal and regulatory obligations (e.g., FICA, FAIS, tax, anti-money laundering laws).
- 4.4 To manage relationships with clients, suppliers, employees, and other stakeholders.
- 4.5 To conduct business administration, analytics, risk management, and fraud prevention.
- 4.6 To communicate with you regarding services, updates, legal notices, and marketing (where consent is obtained).
- 4.7 To recruit, evaluate and manage employment applications and employee records.
- 4.8 To recover debts and enforce contractual rights.

5. DISCLOSURE OF INFORMATION

Merchant West will not disclose your information to third parties except as set out below or as required by law:

- 5.1 To service providers, business partners and affiliates who assist in delivering our services (subject to strict confidentiality and data protection agreements).
- 5.2 To credit bureaus, regulators, auditors, and legal authorities where legally required.
- 5.3 To third parties in the event of mergers, acquisitions, or business transfers, in compliance with POPIA.
- 5.4 To cross-border recipients, provided adequate protection (as required by section 72 of POPIA) are in place.

6. DIRECT MARKETING

We may send you information about products, services or promotions that may be of interest to you. Direct marketing will only be sent:

- 6.1 With your consent where required by law, and
- 6.2 Always opt-out at any time via the unsubscribe function or by contacting us directly.

7. RETENTION OF INFORMATION

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected, or as required by law and regulatory frameworks. Information is securely destroyed or de-identified once it is no longer required.

8. YOUR RIGHTS

You have the following rights under POPIA:

- 8.1 Access: to confirm what personal information we hold about you.
- 8.2 Correction: to request corrections or updates to your personal information.
- 8.3 Deletion/Destruction: to request deletion of personal information that is no longer required or unlawfully processed.
- 8.4 Objection: to object to processing for direct marketing or other purposes not based on legal obligations.
- 8.5 Withdrawal of Consent: to withdraw consent previously given, subject to legal and contractual restrictions.

Requests must be submitted to our Privacy Officer (see section 12). We may require proof of identity before processing such requests.

9. SECURITY SAFEGUARDS

We take appropriate, reasonable technical and organisational measures to protect personal information against:

- 9.1 Loss, damage, destruction, and unauthorised access or processing.
- 9.2 Cyber risks through the use of firewalls, encryption, anti-virus software, and secure servers.
- 9.3 Internal risks through policies, access controls, employee training, and contractual confidentiality obligations.

10. COOKIES AND WEBSITE DATA

Our websites may use cookies to improve user experience, analyse traffic, and track usage patterns. Session cookies are deleted when you close your browser. You can disable cookies in your browser settings, but this may affect site functionality.

11. THIRD-PARTY WEBSITES

Our websites may contain links to external websites. We are not responsible for their privacy practices, and you should review their policies before providing personal information.

12. CONTACT INFORMATION

If you have any questions, concerns, or complaints regarding this Policy or our processing of your personal information, please contact our Privacy Officer:

Email: info@merchantwest.co.za

Telephone: 021 552 7007

Address: 6th Floor, The Terraces, 25 Protea Road, Claremont, Cape Town, 7708

You may also lodge a complaint with the Information Regulator (South Africa):

Email: complaints.IR@justice.gov.za

Website: <https://www.justice.gov.za/inforeg>

13. POLICY UPDATES

Merchant West reserves the right to update this Policy from time to time in line with legal, regulatory and operational requirements. The updated version will be published on our website with the effective date. Continued use of our services constitutes acceptance of the updated Policy.