

PROTECTION OF PERSONAL INFORMATION (“POPI”), PRIVACY POLICY AND PRINCIPLES

1. Introduction

- 1.1. Armata respects its customers’ privacy and will take the measures set out herein to protect it.
- 1.2. Armata may require the customer to provide Armata with personal information which include company names and registration numbers, name and surname, email address, physical address, gender, mobile number, and date of birth.
- 1.3. Should the customer’s personal information change, please inform Armata and provide Armata with the updates within 7 days to enable Armata to update the customer’s personal information.
- 1.4. Customer may choose to provide additional personal information to Armata, in which event customer agree to provide accurate and current information, and not to impersonate or misrepresent any person/entity or falsely state or otherwise misrepresent the customer’s affiliation with anyone or anything.
- 1.5. Armata asks each of its customers to abide by all applicable laws, rules and regulations, as Armata will do so ourselves.
- 1.6. The “Products” and “Services” and related services are described on the Armata website at www.armata.co.za in the customer contract.

2. Customer’s Consent

- 2.1. By using Armata and its Products and/or Services, the customers consent to the processing of the customer’s personal data. Subject to the below, Armata will not, without the customer’s consent, use the customer’s personal information for any purpose other than as set out hereunder:
- 2.2. Armata uses customers’ personal information for several purposes:
 - 2.2.1. to register the customer for inclusion in our Service to fulfil the customer’s request;
 - 2.2.2. to contact customers if Armata needs to obtain or provide additional information;
 - 2.2.3. to verify the accuracy of our records;
 - 2.2.4. to contact customers regarding customer satisfaction surveys in relation to the ordering, sale, delivery, performance and quality of Products and Services;
 - 2.2.5. to contact customers regarding current or new Products or Services or any other Products offered by Armata (unless customers have opted out from receiving marketing material from Armata);
 - 2.2.6. to inform customers of new features, special offers and promotional competitions offered by Armata (unless customers have opted out from receiving marketing material from Armata);
 - 2.2.7. to improve our Products, Services and customers selection and the customer’s experience on our Products and/or Services by, for example, monitoring the customer’s browsing habits, or tracking the customer’s sales on the Products and/or Services;

- 2.2.8. to collect certain technical information, such as the browser version and operating system;
- 2.3. Armata shall not disclose the customer's personal information to any third party other than as set out below:
 - 2.3.1. to our employees and/or third-party Service providers that need to know the customer's personal information in order to assist Armata to communicate with customers properly and efficiently.
 - 2.3.2. to law enforcement, government officials, fraud detection agencies or other third parties when Armata believe in good faith that the disclosure of personal information is necessary to prevent physical harm or financial loss, to report suspected illegal activity, or to investigate violations of the Privacy Policy;
 - 2.3.3. to our Service providers (under contract with Armata) who help with parts of our business operations (fraud prevention, networks, platforms, licenses, marketing, technology Services etc.). However, our contracts dictate that these Service providers may only use the customer's information in connection with the Services they perform for Armata and not for their own benefit;
 - 2.3.4. to our suppliers in order for them to liaise directly with customers in the event of customers submitting a warranty claim regarding any Products or Services customers have purchased which requires their involvement.
- 2.4. From time-to-time Armata may also administer random "interactive pop-up" surveys to some customers. These surveys request additional demographic, non-personally identifiable information. The customers' participation in a survey is always voluntary, and customers therefore have a choice whether to provide the requested survey information. Armata uses the information collected in the survey, in conjunction with information gathered through cookies and code, in order to provide customers with an even more detailed understanding of its target market;
- 2.5. Some voluntarily provided personally identifiable information may be captured; for example, when an email address or telephone number is incorporated into a survey for the potential awarding of a prize draw, or when the respondent has opted-in to possible follow up research. This information may be shared with entities or other customers who in turn have agreed to adhere to this Privacy Policy;
- 2.6. Armata is entitled to use or disclose the customer's personal information if such use or disclosure is required in order to comply with any applicable law, subpoena, order of court or legal process served on Armata, or to protect and defend our rights or property;
- 2.7. Armata will ensure that all our employees, third party Service providers, suppliers, divisions and partners (including their employees and third-party Service providers) having access to the customer's personal information are bound by appropriate and legally binding confidentiality obligations in relation to the customer's personal information.

3. Personal Information

- 3.1. Armata will:
 - 3.1.1. treat the customer's personal information as strictly confidential, save where Armata is entitled to share it as set out in this Policy;
 - 3.1.2. take appropriate technical and organisational measures to ensure that the customer's personal information is kept secure and is protected against unauthorised or unlawful processing, accidental loss, destruction or damage,

- alteration, disclosure or access;
- 3.1.3. provide customers with access to the customer's personal information to view and/or update personal details;
 - 3.1.4. promptly notify customers if Armata becomes aware of any unauthorised use, disclosure or processing of the customer's personal information;
 - 3.1.5. provide customers with reasonable evidence of our compliance with our obligations under this Policy on reasonable notice and request;
 - 3.1.6. upon the customer's request, promptly return or destroy any and all of the customer's personal information in our possession or control, save for that which Armata is legally obliged to retain;
- 3.2. Armata undertakes never to sell or make the customer's personal information available to any third party other than as provided for in this Policy.
 - 3.3. Whilst Armata will do all things reasonably necessary to protect the customer's rights of Privacy, Armata cannot guarantee or accept any liability whatsoever for unauthorised or unlawful disclosures of the customer's personal information, whilst in our possession, made by third parties who are not subject to our control.
 - 3.4. If customers disclose the customer's personal information to an unrelated third party, such as an entity which operates products and/or services linked to Armata supplied Products and/or Services, Armata **WILL NOT BE LIABLE FOR ANY LOSS OR DAMAGE, HOWSOEVER ARISING, SUFFERED BY YOU AS A RESULT OF THE DISCLOSURE OF SUCH INFORMATION TO THE THIRD PARTY.** This is because Armata does not regulate or control how that third party uses the customer's personal information. The customer should always ensure that they read the Privacy Policy of any third party;
 - 3.5. **Retention Period.** Armata will retain the customer's personal information for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or allowed by law;
 - 3.6. **Cross-Border Transfer for customers:** The personal information from customers may be stored and processed in any country where Armata has facilities or where the Products or Services originate, and by using Product or Services the customer's consent to the transfer of information to countries outside of the customer's country of residence, which have different data protection rules than in the customer's country;
 - 3.7. **Children and Privacy.** The Armata Products and/or Services do not offer information intended to attract children. Armata does not knowingly solicit personal information from children under the age of 18;
 - 3.8. **Your right to access information.** Customers have the right to request a copy of the personal information we hold about the customer. To do so, simply email Armata on our contact details below and send a request to review the personal information or contact us at the numbers/addresses listed below and specify what information is required. Armata will take all reasonable steps to confirm the customer and/or customer's identity before providing details of its personal information. Please note that any such access request may be subject to a payment of a legally allowable fee;
 - 3.9. **Correction of information.** Customers have the right to ask Armata to update, correct or delete personal information. Customers may do this by completing Form 2 on the Armata website. Armata will take all reasonable steps to confirm the customer's identity before

making changes to personal information held about the customer.

3.10. Armata's POPI contacts. Please refer to Armata's PAIA manual on the Armata website for more detail.

4. Security

4.1. Armata uses reasonable organisational, technical and administrative measures to protect personal information under its control. Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure.

4.2. If customers have reason to believe that the customer's interaction with Armata is no longer secure (for example, if customers feel that the security of any account customers might have with Armata has been compromised), please immediately notify Armata of the problem.

5. Digital Marketing - Cookies - Website and/or App

5.1. Our Website and/or App makes use of "cookies" to automatically collect information and data through the standard operation of the Internet servers. "Cookies" are small text files a Website and/or App can use (and which Armata may use) to recognise repeat customers, facilitate the customer's on-going access to and use of a Website and/or App and allow a Website and/or App to track usage behaviour and compile aggregate data that will allow the Website and/or App operator to improve the functionality of the Website and/or App and its content.

5.2. The type of information collected by cookies is not used to personally identify customers. If customers do not want information collected using cookies, there is a simple procedure in most browsers that allows customers to deny or accept the cookie feature.

5.3. Please note that cookies may be necessary to provide customers with certain features available on our Digital Marketing Services, and thus if customers disable the cookies on the customer's browser, customers may not be able to use those features, and the customer's access to our Digital Marketing Services will therefore be limited. If customers do not disable "cookies", customers are deemed to consent to our use of any personal information collected using those cookies.

6. Changes to the Privacy Policy

6.1. Armata may, in its sole discretion, change any of the terms and conditions of this Privacy Policy at any time. It is the customer's responsibility to regularly check the Privacy Policy and make sure that customers are satisfied with the changes. Should a customer not be satisfied, customers must not place any further orders on, or in any other way use, the Products and/or Services.

6.2. Any such change will only apply to the customer's use of these Products and/or Services after the change is displayed on the Products and/or Services. If customers use the Products and/or Services after such amended Privacy Policy, customers will be deemed to have accepted such changes.

7. Electronic Communications

7.1. When customers visit the Products and/or Services or send emails to Armata, customers consent to receiving communications from Armata electronically in accordance with our Privacy Policy.

8. Governing Law and Jurisdiction

- 8.1. This Privacy Policy, our relationship and/or any dispute arising from or in connection with the Privacy Policy will be governed and interpreted in accordance with the laws of the Republic of South Africa.