



PO Box 5170
Cape Town
8000

2nd Floor, 120 Buitengracht Street
Cape Town, 8001

Tel 021 422 3861

info@dentmagic.co.za
www.dentmagic.co.za

PRIVACY POLICY

1. INTRODUCTION

- 1.1. Dent Magic Holdings (Pty) Ltd representing; Kleenlines Cape Town CC t/a Dent Magic Cape Town, Kleenlines Somerset West (Pty) Ltd t/a Dent Magic Somerset West & PDR Mobile Repairs CC t/a Dent Magic Mobile hereafter referred to as Dent Magic is committed to data protection and the right to privacy.
- 1.2. This privacy policy sets out the basis on which any Personal Information (as defined in paragraph 2.2 below) that we collect from you, or that you provide to us, will be used, stored, and processed by us.

2. INFORMATION WE MAY COLLECT FROM YOU

- 2.1. When you visit our website including our social media platforms, we may collect certain information that is not personal information, such as your Internet Protocol (IP) address (see paragraph 4 below), operating system, browser type, and internet service provider. This type of information does not identify you personally.
- 2.2. When you register or submit information on our website, we may also collect Personal Information that you provide to us. For the purpose of this privacy policy, 'Personal Information' means any information of personal nature by which you can be identified as an individual, such as your name postal address, e-mail address, telephone number (which will be displayed in the material you submit), home country, postal address fax number, gender, age and company name. In particular, we may collect and process the information (which may include Personal Information) about you:
 - 2.2.1. Information that you provided by filling in forms on the website. This includes information provided at the time of you registering to use the website, subscribing to our newsletter, posting material, requesting further information about Dent Magic and but not limited to completing offline forms.

2.2.2. Information that we may ask you for when you enter any competition or promotion featured on our website, social media, in person campaign activations or when reporting a problem with our website.

2.2.3. Information that relates to records of correspondence between us;

2.2.4. Details of transactions you carry out through our website and of the fulfilment of any contract you enter into with us; and

2.2.5. Details of your visits to our website (including traffic data, location data, and weblog and other communication data, whether they be required for our own billing purpose or otherwise) and the resources that you access.

2.2.6. Closed-Circuit Television (CCTV) images are processed, monitored and recorded for the purpose of crime prevention and detection as well as public safety in our branches.

2.2.7. Dent Magic has various partnerships and service providers whom we engage with to receive goods and services from, varying levels of information are required to be processed, including obtained from or shared with relevant external business partners (local and/or abroad) to verify against, or facilitate the goods or services offered by the business partner. When you agree to the Dent Magic terms and conditions, it allows us to share the relevant information to facilitate the goods and services being rendered to you.

2.3. We may also collect information (which may include Personal Information) that our website visitors provide, such as new or deleted postings, new or deleted comments, keyword searches, and scam reports.

2.4. By using this website, you consent to our collection, storage and use of the Personal Information you provide for any of the services that we offer and you consent to our collection of any changes or updates that we may provide to any information you provided that has been collected by us.

3. STORAGE OF YOUR PERSONAL DATA

3.1. We will do our best to protect your Personal Information and we will use technology that will help us to do this. The transmission of information via the Internet is not completely secure, however, and we cannot guarantee the security of the information you transmit to our website. Transmission of your information to our website is entirely at your own risk. Once we have received your information, we will use strict procedures and security features to try and prevent unauthorised access.

3.2. When you have chosen or been given a password which enables you to access certain parts of our website, you are responsible for keeping that password confidential. Please do not share your password or links with anyone (where applicable).

3.3. We will keep your Personal Information for only a reasonable amount of time, to enable us to use it for the purposes described in this privacy policy and in accordance with applicable law.

4. COOKIES AND IP ADDRESSES

- 4.1. We may collect information about your computer (including your IP address, operating system and browser type) for system administration. This information is statistical data about your browsing actions and patterns only.
- 4.2. We may use Cookies to manage your sessions and store preferences, tracking information, and language selection. Cookies may be used whether you register with us or not. Cookies are small text files transferred by a web server to your hard drive and thereafter stored on your computer. The types of information a Cookie collects include the date and time of your visits to the website, your browsing history on the website only, and your preferences.
- 4.3. In some instances, our third-party service providers may use Cookies on the website. We cannot control or access Cookies used by third-party service providers. This privacy policy covers only Cookies used by us but not any Cookies used by third parties.
- 4.4. Cookies enable us to:
 - 4.4.1. Estimate the size and usage pattern of our website's audience;
 - 4.4.2. Store information about your preferences;
 - 4.4.3. Speed up searches; and
 - 4.4.4. Recognise you when you return to the website.
- 4.5. We may use Google Analytics to assist us in analysing the Cookies referenced above. To this effect, we may choose to enable Google to link information about your activity from the website with activities from other websites that use Google ad services. You are required to familiarise yourself with the privacy policy for Google Analytics for these purposes via <https://policies.google.com/privacy?hl=en-US>.
- 4.6. You have the ability to accept or decline the use of Cookies on your computer, whether or not you have registered on our website. Typically, you can configure your browser not to accept Cookies. However, declining the use of Cookies may limit your access to certain features of the website. For example you may have difficulty logging in or using certain interactive features of the website.

5. THIRD PARTIES

- 5.1. The website may occasionally contain links to Third-Party websites. If you click on links to Third-Party website, you leave our website. We are not responsible for the content of Third-Party websites or the security of your Personal Information when you use them. Third-Party service providers and Third-Party websites may have their own privacy policies governing the storage and retention of your Personal Information. They may also collect information that is not Personal Information, such as your IP address, browser specification or operating system.
- 5.2. This privacy policy does not govern Personal Information provided to, stored on, or used by Third-Party providers or Third-Party websites. We recommend that when you enter a Third-Party website you review its privacy policy as it relates to how that website collects, processes, stores and protects your Personal Information.

5.3. We use Third-Party advertising companies to serve advertisements when you visit our website. These companies may use information (not Personal Information) about your visits to our website and to Third-Party websites in order to provide you with advertisements for goods and services of interest to you.

6. HOW YOUR INFORMATION IS USED AND DISCLOSED

6.1. We may use the information (including Personal Information) we hold about you in the following ways:

6.1.1. To ensure that content from our website is presented in the most effective manner for you and for your computer;

6.1.2. In aggregate and de-identified form, for internal purposes such as generating statistics and developing our strategic and marketing plans;

6.1.3. To provide you with information, that you request from us or which we feel may interest you, when you have consented to be contacted for such purposes;

6.1.4. To allow you to participate in interactive features of our service when you choose to do so;

6.1.5. To carry out any contacts that may form between us;

6.1.6. To respond to any queries you make; and

6.1.7. To notify you about changes to our services;

6.2. We may use information provided by you

6.2.1. To ensure any contractual obligations, monitor user activity such as keyword searches or new postings, and more effectively manage traffic on our website;

6.2.2. To provide website visitors services and create and manage newsletter subscriptions;

6.2.3. To assist your with technical difficulties; and

6.2.4. To request aftersales feedback.

6.3. We may block users located in certain countries from using our website. We may retain certain Personal Information for as long as required to fulfil our business objective , even after your account/contractual obligations are terminated.

7. PROTECTING YOUR PERSONAL INFORMATION

7.1. We recognise that protecting your privacy is important to you. For this reason, we are committed to protecting the Personal Information you provide us with. We do not directly process any payments and do not store your credit card information. Secure Socket Layer (SSL) technology is used for processing payment transactions with Third-Party service providers partners.

7.2. The Personal Information you submit when you register or sign up for newsletter on our website may be protected.

7.3. You may utilise our website as an anonymous user, by not registering. We have taken certain security precautions to safeguard your Personal Information. However, as with most electronic transactions, no method is 100% safe. While we strive to use commercially acceptable means to protect the

Personal Information you provided, we cannot guarantee its security. Therefore, you acknowledge and agree that we assume no liability regarding the theft, loss, alteration or misuse or personal or other information or content, including, without limitation, such information as has been provided to third parties or other users, or regarding the failure or third party to abide by the agreement between us and such third party.

7.4. You agree that you are responsible for maintaining the confidentiality of your details and all users of your account, whether or not you have authorised such use.

8. ACCESSING AND MODIFYING PERSONAL INFORMATION AND COMMUNICATION PREFERENCES

8.1. You may access, remove, review, and/or make changes to Personal Information that you provide us with, by email. If you register, we may also send you any legally required notification and certain notifications including notices regarding a change to any of our policies. You can always opt out of certain email communications from us, including our notifications to you.

8.2. We will not change your preferences without your consent.

9. DISCLOSURES

9.1. On rare occasions, we may be required to disclose your Personal Information because of legal or regulatory requirements. In such instances, we serve the right to disclose your Personal Information as required in order to comply with our legal obligations including complying with court orders, warrants, subpoenas, service-of-process requirements or discovery requests.

9.2. We may also disclose information about our users to law enforcement officers or others, in the good faith that such disclosure necessary to enforce this privacy or respond to legal claims that any content violates the rights of third parties, or to protect our intellectual property rights or our personal safety or the personal safety of users or the general public.

10. NOTIFICATION OF CHANGES

10.1. We reserve the right to change this privacy policy from time to time and in our sole discretion. We will not notify you of material changes to this privacy policy. The changes will become effective immediately when published on our website.

11. HOW TO CONTACT US

11.1. If you have questions about this privacy policy, please contact us at info@dentmagic.co.za, with "Privacy Policy" in the subject line.