
 CROWN FOOD GROUP	<b>PROTECTION OF PERSONAL INFORMATION COMPLIANCE DOCUMENTATION</b>		
	<b>EXTERNAL PRIVACY STATEMENT</b>		DOC No: POPIA-POL-02
			Rev No: 1
	Date Reviewed: 20/02/2024	Date Approved: 20/02/2024	<b>Next Revision: 19/02/2026</b>
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This website's Privacy Statement describes how we process information we collect and/or receive from you. Reference to "us", "our", "we" means CROWN FOOD GROUP (PTY) LTD and its divisions.

## **1. PREAMBLE**

- 1.1. This Statement sets out how your personal information will be used by CROWN FOOD GROUP and applies to any information, including personal information, you give to CROWN FOOD GROUP or which CROWN FOOD GROUP may lawfully collect from third parties.
- 1.2. Please read this Statement before submitting any personal information to CROWN FOOD GROUP.
- 1.3. By submitting any personal information to CROWN FOOD GROUP, you provide consent to the processing of your personal information as set out in this Statement.
- 1.4. The provisions of this Statement are subject to mandatory, unalterable provisions of Applicable Laws.
- 1.5. Please do not submit any personal information to CROWN FOOD GROUP if you do not agree to any of the provisions of this Statement. If you do not consent to the provisions of this Statement, or parts of the Statement, CROWN FOOD GROUP may not be able to provide its products and/or services to you.

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## 2. HOW TO CONTACT US

2.1. If you have any comments or questions about this Statement please contact the Deputy Information Officer as follows:


Reuben Govender  
Executive: Regulatory Affairs & Compliance  
Tel No. 021 527 5000  
[Reuben.govender@crowfood.co.za](mailto:Reuben.govender@crowfood.co.za)

## 3. AMENDMENT OF THIS STATEMENT

3.1. We may amend this Statement from time to time for any of the following reasons:

- to provide for the introduction of new systems, methods of operation, services, products, property offerings or facilities;
- to comply with changes to any legal or regulatory requirement;
- to ensure that our Statement is clear and favourable to you;
- to rectify any mistake that may be discovered from time to time; and/or;
- for any other reason which CROWN FOOD GROUP, in its sole discretion, may deem reasonable or necessary.

Any such amendment will come into effect and become part of any agreement you have with CROWN FOOD GROUP when notice is given to you of the change by publication on our website. It is your responsibility to check the website often.

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#### **4. PRIVACY AND INDEMNITY**

- 4.1. CROWN FOOD GROUP takes your privacy and the protection of your personal information very seriously. We will only use your personal information in accordance with this Statement and applicable data protection legislation. It is important that you take all necessary and appropriate steps to protect your personal information yourself (for example, by ensuring that all passwords and access codes are kept secure).
- 4.2. We have implemented reasonable technical and operational measures to keep your personal information secure.
- 4.3. You hereby indemnify and hold CROWN FOOD GROUP harmless from any loss, damages or injury that you may incur as a result of any unintentional disclosures of your personal information to unauthorised persons or the provision of incorrect or incomplete personal information to CROWN FOOD GROUP.


#### **5. INFORMATION WE COLLECT AND RECEIVE**

We collect and receive information about you in the following ways:

##### **5.1. Information you give us:**

This includes any information that you provide to us directly:


- 5.1.1. when you sign-up to utilise our services as (potential) customers;
- 5.1.2. when we conclude agreements with you as suppliers of products and services to our business;

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- 5.1.3. by filling in forms on our websites, or those provided to you;
- 5.1.4. when you enter a competition, promotion or complete a survey;
- 5.1.5. by posting comments or content on our social media pages;
- 5.1.6. when you contact us, or we contact you and you provide information directly to us;
- 5.1.7. and may include information such as your name, address, contact details, date of birth, place of birth, identity number, passport number, bank details, details about your employment, tax number and financial information, records of correspondence or enquiries from you or anyone acting on your behalf, details of transactions you carry out with us, details of contracts, sales or leases you carry out with us, sensitive or special categories of personal information, and may include biometric information, such as images, fingerprints and voiceprints.

**5.2. What personal information we collect**

- 5.2.1. When you register to use our services, you will be required to provide us with the following information, your
  - 5.2.1.1. name and surname;
  - 5.2.1.2. contact number and email address;
  - 5.2.1.3. physical address;
  - 5.2.1.4. identity or passport number; and
  - 5.2.1.5. date of birth;
  - 5.2.1.6. special personal information when concluding references checks for job applicants and credit checks for credit applications; and
  - 5.2.1.7. Information as per 5.1.

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**5.3. Information we collect or receive when you use our website or social media platforms.**

We collect information when you use websites or social media platforms by using cookies, web beacons and other technologies. Depending on how you access and use websites, we may receive:

- 5.3.1. Log information;
- 5.3.2. Information we infer about you based on your interaction with products and services;
- 5.3.3. Device information (for example the type of device you're using, how you access platforms, your browser or operating system and your Internet Protocol ("IP") address);
- 5.3.4. Location information.

You may choose to disable the cookies option when visiting our website.


**5.4. Information from third-party sources**

We may receive additional information about you that is publicly or commercially available and combine that with the information we have collected or received about you in other ways. **We do not buy or sell personal information of any data subject.**


**6. HOW WE USE THE INFORMATION WE COLLECT AND RECEIVE**

We use the information we collect and receive for the following general purposes:


- 6.1. toward a benefit that you may enjoy from us as a supplier, customer or prospective employer/contractor;

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- 6.2. to provide you with information, products or services you request from us or which you may be interested in based on your preferences;
- 6.3. to refer you to an appropriate third-party service provider;
- 6.4. to communicate with you for some or other reason that has a potential benefit to you;
- 6.5. to update information we have about you that you have given to us in the past;
- 6.6. to provide you with support;
- 6.7. to provide effective advertising, for example, to be provide you with news, special offers and general information about other goods, services and events which we offer, that are similar to those that you have already hired or enquired about.
- 6.8. to confirm and verify your identity or to verify that you are an authorised user for security purposes;
- 6.9. for the detection and prevention of fraud, crime, money laundering or other malpractice;
- 6.10. to conduct market or customer satisfaction research or for statistical analysis;
- 6.11. for audit and record keeping purposes; and
- 6.12. in connection with legal proceedings;
- 6.13. providing you with the services, products or offerings you have requested, and notifying you about important changes to these services, products or offerings;
- 6.14. managing your account or relationship and complying with your instructions or requests;
- 6.15. detecting and preventing fraud and money laundering and/or in the interest of security and crime prevention;
- 6.16. assessing and dealing with complaints and requests;
- 6.17. operational, marketing, auditing, legal and record keeping requirements;

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- 6.18. verifying your identity or the identify of your beneficial owner;
- 6.19. transferring or processing your personal information outside of the Republic of South Africa to such countries that may not offer the same level of data protection as the Republic of South Africa, including for cloud storage purposes and the use of any of our websites;
- 6.20. complying with Applicable Laws, including lawful requests for information received from local or foreign law enforcement, government and tax collection agencies;
- 6.21. recording and/or monitoring your telephone calls and electronic communications to/with CROWN FOOD GROUP to accurately carry out your instructions and requests, to use as evidence and in the interests of crime prevention;
- 6.22. conducting market research and providing you with information about CROWN FOOD GROUP' products or services from time to time via email, telephone, or other means (for example, events);
- 6.23. where you have unsubscribed from certain direct marketing communications, ensuring that we do not send such direct marketing to you again;
- 6.24. disclosing your personal information to third parties for reasons set out in this Statement or where it is not unlawful to do so;
- 6.25. monitoring, keeping record of and having access to all forms of correspondence or communications received by or sent from CROWN FOOD GROUP or any of its employees, agents or contractors, including monitoring, recording and using as evidence all telephone communications between you and CROWN FOOD GROUP;
- 6.26. improving or evaluating the effectiveness of CROWN FOOD GROUP' business or products, services or offerings; and
- 6.27. prevention and control of any disease.

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## 7. HOW WE SHARE THE INFORMATION WE COLLECT AND RECEIVE

7.1. We may share information with:

- 7.1.1. a limited number of our employees and third-party service providers (other than those who we refer you to), to assist you in some way;
- 7.1.2. our business partners. We may share non-personally identifiable information with selected business partners;
- 7.1.3. other parties in response to legal process or when necessary to conduct or protect our legal rights;
- 7.1.4. companies that provide services to us. Companies that provide services to us or act on our behalf may have access to information about you. These companies are limited in their ability to use information they receive while providing services to us or you; and
- 7.1.5. third parties where you provided consent. In some cases, third parties (often advertisers) may wish to attain information about you to promote their products to you, or for whatever other reason. We may share information with third parties where you provide consent in the form of an explicit opt-in.

7.2. Before we ask you to opt-in, we will endeavour to provide you with a clear description of what personal information would be shared with the third-party. Remember that once you have opted in to allow us to send your information to the third-party, we cannot control what they do with your personal information; therefore, be sure to investigate their privacy policies before providing permission for us to share your information.



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7.3. Your personal information may be shared with CROWN FOOD GROUP' subsidiaries, our agents and sub-contractors, and selected third parties who process the information on our behalf.

7.4. We may also disclose your personal information to third parties in the following circumstances:

7.4.1. to any other of CROWN FOOD GROUP' subsidiaries, business partners or other third parties to –

7.4.1.1. assess and monitor any of your applications for CROWN FOOD GROUP' products or services;


7.4.1.2. determine which products and services may be of interest to you and/or to send you information about such products and services, unless you object or choose not to receive such communications [Drafting note: Please note that this is subject to the direct marketing provisions of POPIA.];

7.4.1.3. have a better understanding of your circumstances and needs to provide and improve CROWN FOOD GROUP' products and services;

7.4.1.4. to any relevant person and/or entity for purposes of prevention, detection and reporting of fraud and criminal activities, the identification of the proceeds of unlawful activities and the combatting of crime;

7.4.1.5. to any regulator or supervisory authority, including those in foreign jurisdictions, if CROWN FOOD GROUP in required to do so in terms of Applicable Laws;

7.4.1.6. to a prospective buyer or seller of any of our businesses or assets;

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7.4.1.7. to any person if we are under a duty to disclose or share your personal information to comply with any Applicable Laws, or to protect the rights, property or safety of CROWN FOOD GROUP, other clients or other third parties; and/or

7.4.1.8. to your agent or any other person acting on your behalf, an or an introducer.


7.5. We may transfer your information to another of CROWN FOOD GROUP' entities, an agent, sub-contractor or third party who carries on business in another country, including one which may not have data privacy laws similar to those of the Republic. If this happens, we will ensure that anyone to whom we pass your information agrees to treat your information with the same level of protection as if we were dealing with it.

7.6. If you do not wish us to disclose this information to third parties, please contact us at the contact details set out above. We may, however, not be able to provide products or services to you if such disclosure is necessary.

## 8. YOUR RIGHTS

8.1. You may request details of personal information which we hold about you under the Promotion of Access to Information Act, 2000 ("PAIA"). Fees to obtain a copy or a description of personal information held about you are prescribed in terms of PAIA. Confirmation of whether or not we hold personal information about you may be requested free of charge. If you would like to obtain a copy of your personal information held by CROWN FOOD GROUP, please review our PAIA Manual located on our website.

8.2. You have a right in certain circumstances to request the destruction or deletion of and, where applicable, to obtain restriction on the processing of


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personal information held about you. If you wish to exercise this right, please contact us using the contact details set out above.

- 8.3. You have a right to object on reasonable grounds to the processing of your personal information where the processing is carried out to protect our legitimate interests or your legitimate interests, unless the law provides for such processing.
- 8.4. You have the right to ask us not to contact you for marketing purposes. You can exercise this right at any time by using any of the various "opt-out" options that we will always provide to you when we communicate with you. We won't send you marketing messages if you tell us not to, but we will still need to send you service-related messages.
- 8.5. Our websites use cookies. If you wish to reject our cookies, you can configure your browser to do so.
- 8.6. We want to make sure that any personal information we hold about you is up to date. So, if you think your personal information is inaccurate, you can ask us to correct or remove it.
- 8.7. You have the right to ask us what information we have on you free of charge for most categories of information we retain.
- 8.8. We may from time to time (and at any time) contact you about services, products and offerings available from CROWN FOOD GROUP or specific subsidiaries which we believe may be of interest to you, by email, phone, text or other electronic means, unless you have unsubscribed from receiving such communications. You can unsubscribe from receiving such communications by clicking here.

## **9. RETENTION OF PERSONAL INFORMATION**

We will retain personal information only for as long as is necessary for the purposes set out in this privacy statement or to comply with our legal obligations, resolve disputes, and enforce our legal agreements and policies.


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## 10. OUR COMMITMENT TO SECURITY

The security of your personal information is important to us. We strive to use commercially acceptable means to protect your personal information. We do employ a number of safeguards intended to mitigate the risk of unauthorised access or disclosure of your information. We will at all times endeavour to comply with our obligation under applicable law. In the event of breaches, we have procedures in place to quickly deal with such breaches and prevent this from re-occurring in future.

## 11. TRANSFER OF PERSONAL INFORMATION

- 11.1. We are based in and operate from South Africa.
- 11.2. Your information, including personal information, may be transferred to and maintained on servers located outside of your country of residence, where the data privacy laws, regulations and standards, may not be equivalent to the laws in your country of residence. If this is done, we will obtain your consent.
- 11.3. Your information may be transferred to subsidiaries or holding companies that comply with POPIA and data protection requirements.
- 11.4. We might transfer your personal information to places outside of South Africa and store it there, where our suppliers might process it. If that happens, your personal information will only be transferred to and stored in country that has equivalent, or better, data protection legislation than South Africa or with a service provider which is subject to an agreement requiring it to comply with data protection requirements equivalent or better than those applicable in South Africa.
- 11.5. Your use of our website, followed by your submission of information to us, represents your consent to such transfer.

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11.6. We will take all steps reasonably necessary to ensure that your personal information is treated securely and in accordance with this privacy statement.

## 12. LINKS TO OTHER WEBSITES

12.1. Our website or social media platforms may contain links to and from websites, mobile applications or services of third parties, advertisers or affiliates.

12.2. Please note that we are not responsible for the privacy practices of such other parties and advise you to read the privacy statements of each website you visit which collects personal information.

## 13. CHANGES TO THIS PRIVACY STATEMENT


We may update this privacy statement from time to time. Any changes that we may make to our privacy statement will be posted on our website and will be effective from the date of posting.

## 14. ACCESS TO YOUR PERSONAL INFORMATION

14.1. You may at any time request:

- 14.1.1. confirmation that we hold your personal information;
- 14.1.2. access to your personal information;
- 14.1.3. the identities or categories of third parties to whom we have disclosed your personal information;
- 14.1.4. that we correct or delete any personal information that is incomplete, misleading, inaccurate, excessive or out of date, by completing and forwarding us **FORM 2**<sup>1</sup>; or


<sup>1</sup> Found at the end of this policy, can be returned to business unit customer is accustomed to dealing with.

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- 14.1.5. If you have any objections to CROWN FOOD GROUP (further) processing your personal information, complete **FORM 1**<sup>2</sup>. This is completed if you wish to have your information kept by Crown but do not wish to have it processed;
- 14.2. Requests may be made in writing by using our website access to information option. The application form can be completed online and sent to us electronically.
- 14.3. For queries made via our online application form, we will acknowledge your requests within seven (7) working days and will endeavour to provide you with personal information we may have on you as soon as reasonable practically thereafter. Request for information that are brought to us by other means, e.g. emails to employees, post may take longer to process, but acknowledgment will be given as soon as reasonably practical.

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<sup>2</sup> Found at the end of this policy, can be returned to business unit customer is accustomed to dealing with.

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### FORM 1

#### REQUEST IN TERMS OF THE PROTECTION OF PERSONAL INFORMATION ACT NO. 4 OF 2013

*Note:*

1. *Affidavits or other documentary evidence as applicable in support of the request may be attached.*
2. *If the space provided for in this Form is inadequate, submit information as an Annexure to this Form and sign each page.*
3. *Complete as is applicable.*

A	DETAILS OF DATA SUBJECT
Name(s) and surname/ registered name of data subject:	
Unique Identifier/ Identity Number	
Residential, postal or business address:	
	Code (    )
Contact number(s):	
Fax number / E-mail address:	

B	DETAILS OF RESPONSIBLE PARTY
Name(s) and surname/ Registered name of responsible party:	
Residential, postal or business address:	
	Code (    )
Contact number(s):	
Fax number/ E-mail address:	



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C	REASONS FOR OBJECTION IN TERMS OF SECTION 11(1)(d) to (f) (Please provide detailed reasons for the objection)

Signed at ..... this ..... day of .....20.....

.....

Signature of data subject/designated person



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## FORM 2

### REQUEST IN TERMS OF THE PROTECTION OF PERSONAL INFORMATION ACT NO. 4 OF 2013

*Note:*

4. *Affidavits or other documentary evidence as applicable in support of the request may be attached.*
5. *If the space provided for in this Form is inadequate, submit information as an Annexure to this Form and sign each page.*
6. *Complete as is applicable.*

Mark the appropriate box with an "x".


**Request for:**

Correction of the personal information about the data subject which is in possession or under the control of the responsible party.


Deletion of the personal information about the data subject which is in possession or under the control of the responsible party.

Destroying or deletion of a record of personal information about the data subject which is in possession or under the control of the responsible party and who is no longer authorised to retain the record of information.

A	DETAILS OF THE DATA SUBJECT
Name(s) and surname / registered name of data subject:	
Unique identifier/ Identity Number:	
Residential, postal or business address:	
	Code (     )
Contact number(s):	
Fax number/E-mail address:	

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<b>B</b>	<b>DETAILS OF RESPONSIBLE PARTY</b>
Name(s) and surname / registered name of responsible party:	
Residential, postal or business address:	
	Code (     )
Contact number(s):	
Fax number/ E-mail address:	
<b>C</b>	<b>INFORMATION TO BE CORRECTED/DELETED/ DESTROYED/ DESTROYED</b>

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<b>D</b>	<b>REASONS FOR *CORRECTION OR DELETION OR CORRECTION OF THE PERSONAL INFORMATION ABOUT THE DATA SUBJECT WHICH IS IN POSSESSION OR UNDER THE CONTROL OF THE RESPONSIBLE PARTY;</b> <i>(Please provide detailed reasons for the request)</i>

Signed at ..... this ..... day of .....20.....

.....

*Signature of data subject/ designated person*