

Privacy Notice for Demant South Africa (Pty) Ltd

1. Introduction

This privacy notice applies to information collected in relation to products and services offered by Demant South Africa (Pty) Ltd. (hereinafter "we", "us" and "our") and explains how we collect and use your personal data if you are a natural person, or your company data if you are a juristic person (hereinafter referred to collectively as "information").

At Demant South Africa (Pty) Ltd, we respect and protect the privacy of our users and business partners, and we are dedicated to being as transparent as possible regarding the use of information, including both personal and company data.

2. Who we are

This website is owned and operated by Demant South Africa (Pty) Ltd. and Demant South Africa (Pty) Ltd. is the responsible party of the personal data collected through the website and other means.

If you have any questions about this Privacy Notice, or you would like to exercise your rights, you can contact our Information Officer by using the contact points below.

Demant South Africa (Pty) Ltd
Warich Close
Building 1, 1st floor
39 van Vuuren Street
Constantia Kloof 1709
Roodepoort
South Africa (ZA)
E-mail: privacy@demant.com

3. Information we collect and use

We collect your information:

- When you in your capacity as an end user make enquiries or book an appointment through our website form, take our online hearing test, order our online information guides, purchase products from us through our website, register for an account on our website, request marketing material or sign up to receive our newsletter.
- When you visit our website and cookies are placed on your computer. The placing of cookies and the interconnected collection and use of information comply with all relevant legislation, including POPIA.
- When you in your capacity as an end user email us, call us or write to us via chat functions etc., visit our branches or provide us with information in any other way, including by interacting with us via social media such as Facebook and Twitter.
- When a relative or friend gives us information about you during discussions about this person's

hearing, or where an individual has indicated that he or she would like you to accompany them to a hearing assessment, hearing aid fitting or service appointment.

- When your Hearing Care Professional (HCP) places an order for a hearing aid device for you in your capacity as an end user. This may also entail a collection of company data, which we may process.
- When you in your capacity as an end user submit a hearing aid donation request to us.
- When you in your capacity as an end user submit a testimonial about your use of a donated hearing aid.
- When you in your capacity as a Hearing Care Professional (HCP) place an order for one or more hearing aid devices on behalf of a registered company. This may also entail a collection of company data, which we may process.

We process the following types of information:

- Your name, title, postal address, telephone number and email address, and, if you make a purchase with us, your date and place of birth, nationality, gender, medical aid number, national ID number, and credit or debit card details.
- Information about your use of our website, call centres and your branch visits.
- Information you provide to us during communications you have with us, whether by email, post, telephone, in person or through our website and chat functions, for example comments or queries about the products and services we provide.
- Information your Hearing Care Professional (HCP) provide to us if you purchase one of our hearing aids or other products at your HCP, including information about your hearing. This information may include sensitive/special information about your health and may for example include whether you currently use a hearing aid and if so what type of hearing aid, information about your hearing condition and where appropriate your family history. We will only collect and use sensitive/special information about your health with your explicit consent. This may also entail our processing of information relating to the company which the HCP is employed by, e.g. company name, company registration number and company address.

We will do our best to ensure that the information we process about you is correct. We will also make sure to update your information continuously. As our services depend on your correct and updated information, we kindly ask you to promptly inform us if there are any relevant changes regarding your information. You may use our contact information above to notify us of any changes.

4. Why do we collect and use your information and what is our legal basis for doing so

We use your information for the following purposes:

- To process and respond to requests, enquiries and complaints received from you in your capacity as an end user, in accordance with your legitimate interests and our legitimate interests to provide our customers with a responsive service.
- To provide services and products requested and/or purchased by your HCP on your behalf and to communicate with your HCP and possibly you about such services and/or products. We do this as necessary in order to carry out a contract with you and in accordance with our legitimate interests to operate a business which offers products and services related to hearing health care.
- To update our records and for audit purposes, in accordance with our legitimate interests to do so and/or when required by legislation.
- To prevent or detect fraud and to establish, exercise or in defence of legal claims, in accordance with our legitimate interests to do so.
- Where legally required to comply with requests from law enforcement and regulatory authorities.
- To analyse trends and profiles, for our legitimate interests, in order to enhance, modify, personalise and improve our services and communications for the benefit of our customers.
- To carry out customer satisfaction research, for our legitimate interests, in order to enhance, modify, personalise and improve our services and communications for the benefit of our customers.
- To recommend products and services we think you will be interested in. We do this in accordance with our legitimate interests to carry out direct marketing to our customers and, where we use your health data or electronic methods such as email, only with your explicit prior consent.

5. How we share your personal data

We will not rent, sell or otherwise share or disclose your information, except as described herein or otherwise stated at the time the information is collected.

We may share your information with affiliated companies within the Demant Group in order to deliver, enhance and develop our products and services. Please refer to the organizational chart in our latest annual report to see which companies are part of the Demant Group. You can find our latest annual report at www.demant.com.

We may share your information with our service providers for tasks such as:

- assisting us with administering our website, including troubleshooting;

- assisting us with the supply or design of our products or with our business administration;
- assisting us with our marketing campaigns;
- operating our call centres; or
- providing us with electronic or physical storage services or systems.

We will only share your information if it is necessary in order for our service providers to perform the service for us. These service providers are not authorised to keep or use your information for any other purposes, and they will always be under an obligation to keep your information secure and confidential.

We may disclose your information to selected third parties such as law enforcement agencies, regulatory authorities and our professional advisors if we are under a duty to do so in order to comply with any legal obligation, or if it is in our legitimate interests, or in order to enforce or apply our website Terms of Use or other related contracts with you or your company.

6. Transfer of information data to third parties in foreign countries

In order to deliver our products and services to you, we may share your information with affiliated companies in the Demant Group located outside of South Africa.

In circumstances where the recipient entity is not subject to a law that requires the processing and protection of information in a manner similar to that contained in the relevant data protection legislation, we will ensure that the recipient is subject to binding corporate rules or a binding agreement that ensures adequate protection.

7. How long do we keep your information

We will keep your information for as long as we need to for legitimate legal or business purposes, including to comply with any regulatory obligations. We will delete your information, when it is no longer required in relation to the purpose for our collection, processing and storage of the information. We will store information that we are obliged to keep in accordance with the law.

If you would like more detailed information about our retention policy, please contact us by using the contact points above.

8. Security

We have put in place appropriate technical and organizational measures to protect your information against unintended loss or amendment, against unauthorized disclosure and against unauthorized

persons accessing your information. Should a breach of security occur, we will inform you as soon as reasonably possible.

9. Your privacy rights

You have the right, at any time, to request confirmation about the information we are processing about you, where the data is collected from, and what we are using it for. You also have the right to know how long we will keep your information and who we share it with. You also have the right to request details (and a copy) of the information we hold about you. Your access can be restricted to ensure other people's privacy protection, trade secrets and intellectual property rights. If you think the information we are processing about you is inaccurate or incomplete, you have the right to request correction. Please contact us and let us know how to rectify your information.

In some instances, we are obliged to delete your information. This might be the case if you withdraw your consent. If you believe that your information is no longer necessary in accordance with the purpose for which we collected it, you are entitled to request its deletion. You can also contact us if you believe that your information is being processed contrary to applicable law or other legal obligations.

We will investigate if the conditions are fulfilled, when you make a request of having your information rectified or erased. If so, we will carry out the amendments or deletion as soon as possible.

You have the right to object, in appropriate circumstances, to our processing of your information. You can also object to our use of your information for marketing purposes. You can contact us at the contact points outlined at the top of the Privacy Notice if you want to submit an objection. If your objection is justified, we will ensure the termination of the processing of your information.

10. Right to lodge a complaint

- 1.1 If you have a concern in relation to how we use your information, please let us know, and we will reply to your queries and if necessary, take steps to ensure our practices are consistent with our obligations. If you are still not satisfied with the way we use your information, you have the right to lodge a complaint with the relevant national data protection authority. In South Africa, the relevant data protection authority is The Information Regulator (South Africa). You can contact The Information Regulator at JD House, 27 Stiemens Street, Braamfontein, Johannesburg, 2001, Postal Address: P.O Box 31533, Braamfontein, Johannesburg, 2017, Telephone number: +27 (0)10 023-5200 / +27 (0)82 746-4173, Website: <https://www.justice.gov.za/inforeg/index.html>, E-mail: inforeg@justice.gov.za / complaints.IR@justice.gov.za.

11.Children's privacy

We provide solutions for children, but this Website is not intended or designed to collect information about children under the age of 13. We do not intentionally collect information from any person we know to be under the age of 13.

12. Third party websites

This website may contain links to websites of other companies and organizations. This Privacy Notice does not apply to such third-party sites, and we suggest that you contact those third-party sites directly for information on their collection of information and distribution policies.

13. Changes to the privacy notice

We may update this notice from time to time by publishing a new version on our website.