



PAROW INDUSTRIA

IMPROVEMENT DISTRICT ASSOCIATION NPC (CID/SRA)

Registration number: 2001/027476/08

Including Tygerberg Business Park

⇒ *Securing Your Business Environment* ⇐

PIID: PRIVACY NOTICE

IMPORTANT INFORMATION ABOUT THIS PRIVACY NOTICE

Purpose of this Privacy Notice

We at the Parow Industria Improvement District (“PIID”), are committed to protecting the privacy of our members, businesses within our district and other persons we provide assistance to and ensuring that their personal information is collected and used appropriately, lawfully and transparently.

This **Privacy Notice** sets out briefly how we use your personal information in accordance with the [Protection of Personal Information Act \(“POPI”\)](#).

“**Personal Information**” basically means any personal information that identifies a person, as defined in [POPI](#). If you provide Personal Information to us about another person (like family members or other persons in your business), you must inform that person about this **Privacy Notice** and get their permission (where possible) for sharing their Personal Information with us.

It is important that you read this **Privacy Notice** together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing Personal Information about you so that you are fully aware of how and why we are using your information. This **Privacy Notice** supplements the other notices and is not intended to override them.

To provide our services and run our business, we will collect, use and disclose your Personal Information, including “special” Personal Information, such as health information. Where we do this, we will either rely on your consent or on lawful grounds set out in [POPI](#), for example:

- preparing to enter into or performing a contract with you;
- complying with obligations placed on us by law;
- protecting your legitimate interests;
- having a legitimate interest to require your Personal Information.

Responsible party

PIID is a “*responsible party*” under [POPI](#) and, as such, is responsible for the Personal Information we have about you and registered with the [South African Information Regulator](#).

We have appointed an **Information Officer** who is responsible for overseeing our compliance with **POPI**. If you have any questions about this **Privacy Notice** or any of our privacy practices, please contact our **Information Officer** using the details set out below.

Contact details of Information Officer

Name: Tracy Engelke

Email address: tracy@parowindustriacid.co.za

Landline: 021 932 4799

Cell number: 082 432 8883

Changes to the Privacy Notice and your duty to inform us of changes

This version was last updated on 20 July 2021.

This **Privacy Notice** does not form part of any contract to provide our services to our members or other customers. We may update this notice at any time.

It is important that the Personal Information we hold about you is accurate and current. Please keep us informed if your Personal Information changes during your relationship with us.

Third-party links

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share information about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

GROUNDS FOR PROCESSING PERSONAL INFORMATION

To provide our services and run our business, we collect, use, store and transfer your Personal Information. Where we do this, we will either rely on your consent or on other lawful grounds set out in **POPI**, for example:

- preparing to enter into or performing a contract with you;
- complying with obligations placed on us by law;
- protecting your legitimate interests;
- having a legitimate interest to require your Personal Information.

WHAT PERSONAL INFORMATION WE COLLECT

The exact Personal Information we collect from you depends on what you have asked us to do, what we are contracted to do for you or which projects or initiatives you participate in. This may include:

- contact details such as your telephone number, address and email address;
- identification information and information that is necessary to verify your identity;
- information we require to perform our services to or contract with you;
- financial information such as bank account details;
- information about your property, ownership and landlords or tenants;
- information about your municipal rates and payment thereof;
- information we require for our social projects or initiatives;
- company or business details such as your business' names, registration numbers, business addresses;
- your opinions, views or concerns regarding social development, public safety and cleanliness, urban management in our district;
- compliance information such as details we require to comply with the law;
- marketing and communications information such as your preferences in receiving marketing from us and your communication preferences;
- photographs or video footage (for example at community events) and CCTV footage (for example security purposes), unless you have asked us not to.

We may collect special (sensitive) categories of Personal Information about you. This may include your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and any criminal convictions and offences. Please note we do not generally collect special Personal Information unless you have voluntarily provided it to us, it is relevant to the services we are providing to you or it is otherwise permitted by law.

WHERE WE MAY GET PERSONAL INFORMATION FROM

We use different methods to collect Personal Information from and about you including through:

- **Direct interactions.** You may give us your Personal Information as part of an initial enquiry about our services, once you have become a member of ours or recipient of our services or participate in our initiatives.
- **Third parties.** We may receive Personal Information about you from various third parties, such as those we partner up with, like UCT, SAPS, the City of Cape Town, commercial and educational institutions, neighbourhood watches and residential associations in the area.

We may also, for example, receive Personal Information from your landlords or tenants or our contracted service providers.

- **Publicly available sources** such as the Companies and Intellectual Property Commission and the CID Department of the City of Cape Town.
- **Automated technologies or interactions.** As you interact with our website, we may automatically collect technical data. We collect this Personal Information by using cookies and other similar technologies.

We will only collect your Personal Information from you or from third parties where you have given your consent or it is otherwise permitted under the law.

HOW WE USE YOUR PERSONAL INFORMATION

We will only collect your Personal Information for specific and lawful purposes, for example to:

- support and maintain our contractual relationship with you;
- provide our services or facilities or to run our events, initiatives or projects;
- carry out your requests;
- confirm and verify your identity for security purposes;
- enhance and supplement the municipal services provided by the City of Cape Town;
- facilitate investment in our district and upliftment of distressed business areas to promote economic growth;
- reduce crime generally in the district and increase public safety;
- help with training and education;
- maintain our accounts and records;
- carry out surveys;
- manage archived records for historical and research purposes;
- comply with applicable legal and regulatory requirements, including the detection and prevention of fraud and money laundering;
- market our services or the services of our partners to you, if you have agreed.

WHO WE MAY SHARE PERSONAL INFORMATION WITH

We use third party service providers who provide certain services on our behalf and may share your Personal Information with them, for example cleaning services, security services, website or database hosting companies and auditors. We have contractual arrangements in place with our service

providers to protect your Personal Information and not use it for their own purposes without your consent.

We share your Personal Information with our partners such as UCT, SAPS, the City of Cape Town, commercial and educational institutions, neighbourhood watches and residential associations in our district, or other third parties who help us achieve our objectives and service offering or with whom we run joint initiatives.

We may also have to share your Personal Information with entities such as regulatory bodies, government agencies, law enforcement and money laundering and fraud prevention agencies (when we are under a legal or regulatory obligation to do so).

OUR SERVICES

We also process your Personal Information for specific business purposes such as to enable us to give you the best service. For example, we would like to use your Personal Information to keep you informed about our other services or initiatives which may be of particular interest to you.

You may opt out at any time if you don't want to receive any communications of this nature by contacting us at 021 932 4799 or contact Tracy Engelke at tracy@parowindustriacid.co.za.

RETENTION OF YOUR PERSONAL INFORMATION

We keep your Personal Information only as long as is necessary to fulfill the purposes for which the information was collected or as required by law or to meet regulatory or legislative requirements or as otherwise permitted by law. Personal Information will be securely disposed of when it is no longer required.

SECURITY OF PERSONAL INFORMATION

We use appropriate technical and physical security measures to keep your Personal Information safe and secure. When we provide your Personal Information to a third party or engage a third party to collect Personal Information on our behalf, the third party will be selected carefully and required to use appropriate security measures to protect the confidentiality and security of your Personal Information.

YOUR RIGHTS

You have a number of rights under **POPI** in connection with our use of your Personal Information. These rights include:

- a right to access your Personal Information;

- a right to correct inaccurate Personal Information;
- a right to erase data or suspend our use of Personal Information;
- a right to object to our use of your Personal Information;
- a right to withdraw consent; and
- a right to complain to the [Information Regulator](#).

Contact details of the [Information Regulator](#):

Physical address:	JD House, 27 Stiemens Street, Braamfontein, Johannesburg, 2001
Postal address:	P.O Box 31533, Braamfontein, Johannesburg, 2017
Complaint's email:	complaints.IR@justice.gov.za
General enquiries email:	infoereg@justice.gov.za

Please bear in mind that if you erase or suspend our use of your Personal Information or if you object or withdraw consent, this may affect our ability to carry out the tasks mentioned above for your benefit.

If you would like to exercise any of your rights set out above, please contact us on **021 932 4799** or at tracy@parowindustriacid.co.za