



A division of the South African Institute of Race Relations Reg 1996/003703/23
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Policy

Your privacy is critically important to us.

It is The Daily Friend's (TDF) policy to respect your privacy regarding any information we may collect while operating our website. This Policy applies to <http://dailyfriend.co.za>. We respect your privacy and are committed to protecting personally identifiable information which you may provide us through the Website.

We have adopted this Policy ("Policy") to explain what information may be collected on our Website, how we use this information, and under what circumstances we may disclose the information to third parties. This Policy applies only to information we collect through the Website and does not apply to our collection of information from other sources.

This Policy together with the Terms and Conditions posted on our Website set forth the general rules and policies governing your use of our Website. Depending on your activities when visiting our Website, you may be required to agree to additional terms and conditions.

Website Visitors

Like most website operators, TDF collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. TDF's purpose in collecting non-personally identifying information is to better understand how TDF's visitors use its website. From time to time, TDF may release non-personally-identifying information in the aggregate e.g. by publishing a report on trends in the usage of its website.

TDF also collects potentially personally-identifying information like Internet Protocol (IP) addresses for logged in users and for users leaving comments on <http://dailyfriend.co.za> blog posts. TDF only discloses logged in user and commenter IP addresses under the same circumstances that it uses and discloses personally-identifying information as described below.

Gathering of Personally-Identifying Information

Certain visitors to TDF's website choose to interact with TDF in ways that require TDF to gather personally-identifying information. The amount and type of information that TDF gathers depends on the nature of the interaction. For example, we ask visitors who sign up for a blog at <http://dailyfriend.co.za> to provide a username and email address.

Security

The security of your personal information is important to us, but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we undertake to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

Advertisements

Advertisements (ads) appearing on our website may be delivered to users by advertising partners who may set cookies. These cookies allow the ad server to recognise your computer each time they send you an online ad and to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted ads that they believe will be of most interest to you. This Policy covers the use of cookies by TDF only - it does not cover the use of cookies by any advertisers.

Links to External Sites

Our service may contain links to external sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Policy and Terms and Conditions of every site you visit. TDF's Policy does not apply to Third Party sites.

We have no control over, and assume no responsibility for, the content, privacy policies or practices of any third party sites, products or services.

Google AdWords for re-marketing

<http://dailyfriend.co.za> uses the re-marketing services to advertise TDF on third party websites (including Google) to previous visitors to our site. It could mean that we advertise to previous visitors who haven't completed a task on our site, for example, using the contact form to make an enquiry.

The ad could take the form of an ad on the Google search results page or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits. Any data collected will be used in accordance with TDF's own Policy and Google's Policy.

You can set preferences for how Google advertises to you using the Google Ad Preferences page and, if you want to, you can opt out of interest-based advertising entirely by changing cookie settings or by permanently using a browser plug-in.

Protection of Certain Personally-Identifying Information

TDF discloses potentially personally-identifying and personally-identifying information only to those of its employees, contractors and affiliated organisations who -

- (i) need to know that information in order to process it on TDF's behalf or to provide services available on TDF's website, and
- (ii) have agreed not to disclose it to others.

Some of these employees, contractors and affiliated organisations may be located outside South Africa and by using TDF's website, you consent to the transfer of such information to them. TDF will not rent or sell potential or actual personally-identifying information to anyone.

Other than to its employees, contractors and affiliated organisations, as described above, TDF discloses potential or actual personally-identifying only in response to a subpoena, court order or other governmental request, or when TDF believes in good faith that disclosure is reasonably necessary to protect the property or rights of TDF, third parties or the public at large.

If you are a registered user of <http://dailyfriend.co.za> and have supplied your email address to TDF, TDF may occasionally send you an email to tell you about new

features, solicit your feedback, or just keep you up to date with what's going on with TDF and its products.

We primarily use our blog to communicate this type of information, so we expect to keep this type of email to a minimum. If you send us a request (for example via a support email or via one of our feedback mechanisms), we reserve the right to publish it in order to help us clarify or respond to your request or to help us support other users. TDF undertakes to ensure all measures reasonably necessary to protect against the unauthorised access, use, alteration or destruction of potentially personally-identifying and personally-identifying information.

Aggregated Statistics

TDF may collect statistics about the behaviour of visitors to its website. TDF may display this information publicly or provide it to others. However, TDF will not disclose your personally-identifying information.

Cookies

To enrich and perfect your online experience, TDF uses "Cookies", similar technologies and services provided by others to display personalised content, appropriate advertising and store your preferences on your computer.

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. TDF uses cookies to help TDF identify and track visitors, their usage of <http://dailyfriend.co.za>, and their website access preferences. TDF visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using TDF's websites, with the drawback that certain features of TDF's websites may not function properly without the aid of cookies.

By continuing to navigate our website without changing your cookie settings, you acknowledge and agree to TDF's use of cookies.

Business Transfers

If TDF or all of its assets are acquired by a Third Party, or in the unlikely event that TDF goes out of business or enters bankruptcy, user information will be an asset that is transferred or acquired by a third party. You acknowledge that such transfers may

occur and that any person or entity that acquires TDF may continue to use your personal information as set forth in this policy.

Policy Changes

Although most changes are likely to be minor, TDF may change its Policy from time to time and at TDF's sole discretion. TDF encourages visitors to frequently check this page for any changes to its Policy. Your continued use of this site after any change in this Policy will constitute your acceptance of such change.