



Your world secure in our hands



3 Packer Road, Sydenham, Port Elizabeth 6000 P.O. Box 2544, North End, Port Elizabeth 6056
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info@atlas24.co.za
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Atlas Security Privacy Policy

At Atlas Security ('Atlas') we, naturally, take your security, and the security of your personal information seriously. This privacy policy (the 'policy') explains what we do with certain types of information we may collect when dealing with you electronically. The types of information are explained below, is termed personal data (the 'data') and identifies you electronically.

This policy governs the collection and usage of data which is collected electronically, through our website, 3rd party electronic forms, our social media advertising and organic page posts and by certain other electronic means. This will typically be information relating to your person - such as your name, telephone number, email address, physical address and any other method of communication which you specify. Other information collected will relate to your product preferences, by way of your specifications and also to data relating to your internet and/or email usage with regards to Atlas digital marketing communications material.

This policy does not govern personal data collected manually through completion of hard copy forms nor information shared by you with our employees face-to-face, telephonically nor incidentally through normal service delivery interactions.

By using atlas24.co.za and/ or submitting personal data to us by another means, you agree to Atlas processing your data in the manner provided in this policy.

If you do not agree with this policy, please do not use this site or provide your data to Atlas.

Any data we collect, either directly or indirectly, may be collated and processed to help us to improve Atlas's overall accuracy and completeness and to assist Atlas to tailor its service delivery and interactions with you in order to ensure higher levels of service delivery.

What do we collect?

Depending on what information you share with us, we collect various forms of data.

1. Webforms

- a. By completing the online risk assessment form, you agree to the terms set out in this policy
- b. This form will request data such as your name, address, telephone number, email and security preferences
- c. This information will be kept by Atlas on a secure electronic system and not shared with any third parties without your prior consent
- d. If you choose to subscribe to our weekly newsletter you will be asked to provide your name, surname, contact information and address which will be stored on both the Atlas secure data storage system as well as the bulk emailing system used to distribute the newsletter

2. Email

- a. If you choose to email a staff member at Atlas, whether via a generic email address or named email address, your email and any data conveyed will be stored on the Atlas secure server.
- b. If you request that any of your email communications be kept confidential, we will do so unless we are legally compelled to disclose the contents thereof.
- c. We reserve the right to share information contained in any email communication received from you or in relation to you, which is pertinent to your case or circumstances, with relevant and vetted third parties should the need arise

3. 3rd party webforms

- a. We will from time to time make use of third party electronic marketing mediums.
- b. These include, but are not limited to, Facebook, Twitter and Mailchimp
- c. If you complete any webform originating from any third party electronic marketing mediums or relating to Atlas media, you agree to the conditions of this policy



Directors

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- d. Information provided by you and gathered from such webforms will be used to communicate with you about products and services relevant to the promotion/marketing with which you have engaged on such a 3rd party site

4. Back-end browser information

- a. This clause deals with HTTP cookies (“cookies”) and web beacons (“beacons”).
- b. Cookies are small pieces of data sent from our website and stored in your web browser while you are browsing the internet and accessing our website or related sites. Typically, cookies collect information around your IP address, browser, language, timezone, referring sites, devices used etc. Cookies are small text files which tell our website about you – if you have visited it before or are a new visitor. Cookies also help us to identify your browsing trends and enable us to see what information you regard as relevant.
- c. Beacons are “clear gifs” or ‘pixel tags’ used to determine whether emails are delivered, opened, and which content users are looking at through tracking of clicks. Beacons are used mostly in connection with email marketing, such as our newsletter. These ‘clear gifs’ or pixel tags’ are used to determine whether emails are delivered, opened, and which content users are looking at through the tracking of clicks.
- d. The information derived from cookies and beacons helps us to track usage of our website and related media effectively. This, in turn, enables us to engage with users more effectively by tailoring or personalising their interaction with Atlas’ marketing communications and initiatives. This way we can increase your user experience through more personalised marketing
- e. You are able to modify your settings around cookies by navigating to your browser settings/preferences. Please note that if you do so, some areas of our website may in future not be visible to you.
- f. Beacons are used mostly in connection with email marketing, such as our newsletter. They are used to determine whether emails are delivered, opened, and which content users are looking at through tracking of clicks. This enables us to improve our service to you by modifying content according to user trends. We prohibit use of Third party web beacons on our website aimed at collecting personal information
- g. If cookies have been disabled, beacons will continue to track information from users, however, this will not be unique user information (which cookies collect)
- h. From time to time we may also work with other websites on which we advertise and who, in turn, refers web traffic to our site. These sites will have their own cookies and beacons which will track your user path to our website. Please refer to their privacy policies for information on how they manage and protect personal and other data. We have no or little control over the policies of other websites not belonging to Atlas.

5. Children

- a. Although Atlas does engage with the youth market through various activities around safety and security, our website is not directly marketed to this section of the population
- b. If users are identifiable as minors and submit information to us, we will endeavour to contact the user’s legal guardians for verification; if this is not possible, the information will be permanently deleted and not used for any purposes.
- c. We encourage parents and guardians of minors to take responsibility for educating their children on internet safety and security and we regularly publish content to this effect in our newsletter, social media, website and selected publications.
- d. Atlas is committed to the protection of minors and their information



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6. Marketing communications

- a. Information provided by you to Atlas will be used for Atlas' marketing intelligence and data analysis
- b. This enables us to create marketing communication materials more suited to the needs of our clients and our audiences
- c. If you choose not to receive marketing communications from Atlas you may unsubscribe to email communications and/or update your preferences hereto by contacting us on 0861585585
- d. You may also unsubscribe by sending an email to info@atlas24.co.za and informing us that you do not want to receive any marketing communications, including but not limited to emails, SMS, and direct mail. If you unsubscribe from ALL marketing communications you will no longer receive crime prevention SMSes, the Atlas newsletter nor other promotional material regarding products, services and special offers.
- e. If you choose to unsubscribe from Atlas marketing communications, you will, however, still receive notices from us in relation to your account and billing information, technical bookings and queries, armed response monitoring and other communication associated with the Atlas service obligations to you and the terms and conditions of your contract with Atlas

7. Telephonic data

- a. Atlas records all phone calls – incoming and outgoing for verification, quality and training purposes.
- b. The recordings and any information gathered from these interactions are stored on a secure electronic filing system and are not shared with any third parties

8. Recruitment

- a. If you send us your CV in relation to recruitment opportunities, this information will be shared appropriately within Atlas and its holding or subsidiary companies.
- b. Unless instructed otherwise by you, we will store this information for future use, if deemed necessary by Atlas.
- c. If you have been interviewed, but failed a polygraph test, these results will be kept in a secure file for the exclusive use and future reference of and by our HR department and the Atlas director of operations. The relevant information will not be shared with nor by any third parties, either internally or externally.

9. With whom do we share your information:

- a. Atlas does not sell personal data, to third parties for any reason.
- b. We will only share your data if you provide express written permission to us to do so

10. Acquisitions

- a. Circumstances may arise where Atlas decides to acquire other security organisations in order to extend its footprint or market share. This may involve disclosure of data with purchase advisors and/or sellers. If such a transaction arises, we will use all reasonable efforts to direct the seller/advisor to use the data provided in a manner which is consistent with the terms of this Privacy Policy.

11. Your rights

- a. You may opt-out of electronic communications and other forms of marketing communications at any point by informing us by emailing info@atlas24.co.za
- b. We will only send marketing communications materials to you if you have expressly chosen to receive such communications.



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This policy complies with regulations pertaining to personal data and information in line with the South African Electronic Communications Act of 2014, the Protection of Personal Information Act of 2013, the Promotion of Access to Information act of 2000 and the Consumer Protection Act of 2008.

Atlas Security is a legal entity registered as Tradewidth 12 (Pty) Ltd under South African jurisdiction and trading laws. The principal business address of Atlas is 3 Packer Road, Sydenham, Port Elizabeth, South Africa, 6001

If you have any issues with this privacy policy, you can contact Atlas Security's IT Department on +27 41 40122 22 or email it@atlas24.co.za



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