



## Empower Me Privacy Policy

### 1. Introduction

This policy outlines the ways in which Optix Africa (Pty) Ltd., the owner of the Empower Me software application (**Application**), and our related entities (**We** or **Our**) [collect](#), [use](#), [disclose](#), and [store](#) your Personal Data through our Application.

### 2. Audience

This policy applies to all users of our Application.

### 3. Personal Data

Your **Personal Data** includes the data we collect:

- automatically when you download and use our Application;
- on your registration or submission;
- telephonically;
- when you apply for and use certain services or products; or
- when you provide it voluntarily,

and data we collect from third parties you have engaged with, including your employer who may be our customer.

It excludes anonymous, de-identified, and statistical data.

*Personal Data includes related concepts and definitions of personal data such as personal information or personally identifiable information.*

#### 3.1. **Common examples.** Common examples of the types of Personal Data which we may collect and process include your:

- **identifying data** – such as your name;
- **contact data** – such as your phone number or email address;
- **employment data** – such as your employer;
- **location data** – such as your driving routes; or
- **training and communication data** – such as data related to your training sessions and in-Application messages.

#### 3.2. **Your obligations.**

You may only send us:

- your Personal Data if you are 18 years or over;
- someone else's Personal Data if they are older than 18 and you have their permission to do so; and
- accurate Personal Data in respect of the personnel using the Application, as well as accurate vehicle data, to the extent that is reasonably possible.

**You must not record, store, or share any footage from the Application. Any footage viewed on this Application must be kept confidential and only shared with your employer's appropriate personnel.**

## 4. Acceptance and Changes

- 4.1. **Acceptance.** You may not use our Application, or any services we provide, if you do not accept this policy or any changes to it.
- 4.2. **Changes.** We may vary or replace this policy at any time and will notify you of any changes on our Application by email or by placing a notice on the Application. The altered policy applies to you if you continue using our Application following the notification.
- 4.3. **Legal capacity.** You may not use our Application if you are younger than 18 years old.

## 5. Collection

- 5.1. **Onboarding.** We collect and process personal data when we onboard you as a customer. This includes any other relevant information necessary to provide our services to you and ensure a smooth onboarding process.
- 5.2. **Automatically through our Application.** When you log into our Application, we automatically collect your data (including your location, International Mobile Equipment Identifier (IMEI) number, Media Access Control (MAC) address, and Unique Device Identifier (UDID)) through your use of the application, which we may use to track your activities on it or for other necessary purposes.
- 5.3. **On registration or submission.** We may ask you to provide us with certain Personal Data (including your name and email address) when you sign up or otherwise submit data through our application for the first time.
- 5.4. **Through the use of our in-vehicle technology.** For us to perform and carry out our contractual obligations to your employer, we collect Personal Data through our in-vehicle technology such as location, statistical, event, and driver behaviour data which is then relayed to our Application.
- 5.5. **Voluntarily.** We may ask you to provide us with certain optional data on a voluntary basis. This includes content or products that you decide to provide on our Application or when you enter training events, respond to surveys, or request certain additional services from our Application.
- 5.6. **Recording calls.** We may monitor and record any telephone calls that you make to us unless you specifically request us not to.
- 5.7. **Consent to collection.** When we need explicit consent, we will obtain your consent to collect your Personal Data in accordance with applicable law when you provide us with it. You have the right to withdraw your consent at any time. This will not affect the validity of the processing prior to the withdrawal of your consent.
- 5.8. **Purpose for collection.** We may use or process any data that you provide to us for the purposes of providing services to you, services to your employer, to improve our services and Application, and as legally required.

## 6. Use

- 6.1. **Processing.** We may process your Personal Data to fulfil our obligations to you. We will only process your Personal Data:
- with your explicit consent;
  - where it is necessary to carry out actions for the conclusion or performance of a contract with you and/or your employer;
  - where it is necessary for us to comply with a legal obligation; or
  - where we can show legitimate grounds for processing your Personal Data.
- 6.2. **Messages.** We may use your Personal Data to send you administrative messages or updates about our Application and products.
- 6.3. **Targeted content.** We may use your Personal Data to provide you with targeted content through our Application in a completely automated process.

## 7. Disclosure

- 7.1. **Sharing.** We may share your Personal Data with third parties for the purposes of fulfilling our obligations to you and/or your employer, including with:
- other divisions or companies within the group of companies to which we belong so as to provide joint content and services like registration, for transactions and customer support, to help detect and prevent potentially illegal acts and violations of our policies, and to guide decisions about our products, services, and

communications (they will only use this data to send you marketing communications if you have requested their goods or services);

- an affiliate, in which case we will seek to require the affiliates to honour this privacy policy;
- our professional advisers, including our accountants, auditors, and lawyers;
- our suppliers or service providers under contract, where our contracts dictate that these suppliers or service providers only use your data in connection with the goods they supply or services they perform for us and not for their own benefit;
- other third parties who provide us with relevant services where appropriate.

**7.2. Cross-border data transfers.** We may transfer your Personal Data to countries outside of your home country for the purposes described in this Privacy Policy. We currently use servers hosted by us and housed in the European Economic Area, and Azure Cloud storage provider/s. Our staff employed in South Africa, Australia, and the United Kingdom have access to this information for support, troubleshooting, or analysis purposes. These countries may have different data protection laws than your home country. In any event, when we transfer your personal data to other countries, we will protect it as described in this Privacy Policy and in accordance with applicable law. We will take appropriate safeguards to ensure that your Personal Data remains protected.

**7.3. Regulators.** We may disclose your personal data as required by law or governmental audit.

**7.4. Honour this policy.** We will require anyone that we share your Personal Data with to honour this policy whenever possible in terms of applicable law.

**7.5. Mandatory disclosure.** We may disclose Personal Data, in accordance with applicable data protection laws, to third parties if required or authorised by law.

**7.6. Marketing purposes.** We may disclose aggregate statistical data that we derive from your and other people's Personal Data to our advertisers, affiliates, suppliers, or service providers. We will not sell Personal Data. No Personal Data will be disclosed to anyone except as provided in this privacy policy.

**7.7. Personnel.** We may need to disclose Personal Data to our personnel to do complete their roles and provide services to you and/or your employer, but will not do so unnecessarily. All personnel are bound by appropriate confidentiality clauses.

**7.8. Change of ownership.** We may assign our rights to the Personal Data we process to our new owners if our ownership changes for any reason.

## 8. Storage

**8.1. Accuracy.** The Personal Data that we collect will be accurate, complete, and up to date, based on the information you provide. It is your responsibility to ensure that the data you provide to us is accurate and complete. We are not responsible for any Personal Data that is misidentified by you or your employer.

**8.2. Participation.** We may ask you to update your Personal Data from time to time, and we will take steps to verify your identity to prevent unauthorised access when doing so.

**8.3. Retention.** We will only keep your Personal Data for as long as is necessary to fulfil our obligations to you, unless you have given us permission to keep it longer, or we are otherwise legally allowed to do so. We retain the copyright in our databases of Personal Data.

**8.4. Notification of breach.** Where we have reasonable grounds to believe that an unauthorised third party has accessed your Personal Data, we will notify the relevant regulator and you of the breach, and will provide you with sufficient data to allow you to take protective measures against the potential consequences of the breach as required by law.

**8.5. Security.** We will take all reasonable steps to comply with applicable data protection laws when processing your Personal Data collected through our Application, and through the provision of our services. We implement disaster recovery procedures where appropriate. We require our partners with whom we share Personal Data, to implement appropriate security measures to protect your Personal Data.

## 9. Your Rights

**9.1. Request what data we hold on you.** You may ask us to provide you with a description of the Personal Data that we hold on you, to access, correct, update, or delete it (provided we do not need it to fulfil our obligations to you, your employer, or applicable law does not require us to keep it). We will take all reasonable steps to verify your identity before doing so.

- 9.2. **Updating or removing.** You may choose to correct or update the personal data you have submitted to us by contacting us by phone or email.
- 9.3. **Withdrawal of consent or objection to processing.** You may withdraw your consent where we are relying on consent as a lawful justification to process. You may also object to our processing where we are relying on another lawful justification for processing. Please note that in doing so, we may not be able to provide services to you. We will request data from you to verify your identity for you to access these rights to ensure that your Personal Data is not disclosed to an unauthorised person.
- 9.4. **Enforcing your rights.** Please contact [informationofficer@optix.co](mailto:informationofficer@optix.co) with your name and any other data needed to identify you correctly if you want access to your Personal Data, or want us to correct, update, or delete your Personal Data.

## 10. General

- 10.1. **Limitation.** We are not responsible for anyone else's privacy policies or practices. We are not responsible for any Personal Data you provide directly to third parties linked to our Application.
- 10.2. **Regulators.** If you have any concerns regarding how we process your personal data, you can contact us at [informationofficer@optix.co](mailto:informationofficer@optix.co) or your local data protection authorities.
- 10.3. **Enquiries.** For general enquiries, please contact us by email at [informationofficer@optix.co](mailto:informationofficer@optix.co) if you have any questions about this Privacy Policy or how we handle your Personal Data.