



## **PRIVACY POLICY**

The Bridge is committed to protecting your privacy and the confidentiality of any personal information that you provide to us.

This Privacy Policy (policy) describes The Bridge's policies and procedures on the collection, use and disclosure of your information. By accessing The Bridge's website and the subsequent provision of information, you indicate your acceptance of this policy.

The Bridge reserves the right to change this policy from time to time by updating this page and you should ensure to check the page from time to time.

### **What information does The Bridge gather?**

Certain information such as (but not limited to) your name, address, contact numbers, email address, demographic information, preferences, interests, information relating to customer and customer offers may be collected by The Bridge for various purposes.

The choice of how much of information is provided is always in your control, however it should always be borne in mind that certain information may be necessary/required in order for us to provide assistance or a service.

We will not sell, distribute or lease your personal information to third parties unless we have your permission to do so or are required to in law.

We may use your personal information to send you promotional information about third parties that we think you may find interesting, and we will ask you for your consent in this regard.

### **What we do with the information we collect**

The Bridge uses the personal information collected for the following purposes—

1. Internal record-keeping;
2. Improvement of products and services;
3. Promotional communication and any information, including information from third parties we may think you would find interesting;
4. To contact you for market research purposes; and
5. Improvement and customisation of the website.

### **Security of your Information**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, suitable physical, electronic and managerial procedures are taken to safeguard and secure the information collected. Please always bear in mind that no data transmission over the Internet or information stored on a server accessible through the Internet can be guaranteed to be fully secure.

## **Links to other websites**

Our website may contain links to other websites of interest or value. The Bridge is however not responsible for the privacy practice or content of any other website and we suggest that you exercise caution and have regard to the privacy policy of the website in question.

## **How we use cookies**

A cookie is a small file that is placed on your computer's hard drive. Once the file is added, the cookie in question helps to analyse web traffic or tracks when you visit a particular site.

Cookies allow web applications to respond to you as an individual. The web application can, as a result of the cookies, tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being accessed. This helps us analyse data about the web page traffic and improve our website in order to tailor it to our client's needs. The information is only used for statistical purposes and then the data is removed from the system.

Overall cookies help us provide you with a better website and browsing experience by enabling us to monitor which pages you find useful and which you do not. A cookie does not give us access to your computer or any information about you, other than the data you choose to share with us.

Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer.

Please be advised however that denying access to cookies may prevent you from taking full advantage of the website.

## **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

1. When requested to fill in a form on a website, look for an option to choose not to have your information used for direct marketing purposes; and
2. Should you have already consented to the use of your information for direct marketing purposes you may change your mind at any time and communicate this to us at [thebridge@wakefields.co.za](mailto:thebridge@wakefields.co.za).

## **Change in information**

If you believe that any of your information in our possession is incorrect or incomplete, please email us at [thebridge@wakefields.co.za](mailto:thebridge@wakefields.co.za) and we will correct/update the information.