

PRIVACY POLICY OF THE KENNEL UNION OF SOUTHERN AFRICA

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THE KUSA PRIVACY POLICY

The Kennel Union of Southern Africa (“KUSA”) respects the privacy of all who visit the KUSA websites (kusa.co.za and k9online.co.za), or any website, platform, channel or application connected thereto or associated therewith (collectively “the Site”) and this Privacy Policy seeks to explain how the personal information of those visiting the Site [“User(s)’] is treated. Should Users disagree with any of the terms in this Privacy Policy, they should refrain from accessing the Site. It is, of course, possible to browse the Site without revealing any personal information but, should Users elect to share their personal information, KUSA will assume implied consent to the transfer and storage of that information on its servers.

KUSA reserves the right to make changes to this Privacy Policy at any time and for any reason and change the “Last Updated” date to accord with the date of the most recent update. Any updates, changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Site and a waiver of the right to receive specific notice of each such update, change or modification is unconditionally assumed.

Users of the Site are encouraged to periodically review this Privacy Policy to keep abreast of updates. By continuing their visits to the Site, Users will be deemed to have acquainted themselves with revisions to the Privacy Policy and their consent to such revisions will be assumed unequivocally.

COLLECTION OF INFORMATION

KUSA shall be entitled to collect and store the following personal information:

Personal Data

Personal data include information which is personal to the User, such as his/her title, name, surname, postal address, identity number, date of birth, email address and telephone numbers, as well as information of a demographical nature, such as age, gender, place of residence and interests. Such information may be voluntarily given to KUSA when registering on the Site or when choosing to participate in various activities offered or facilitated by the Site, such as registration to access the Members’ or Club Portal, online chats, subscriptions to newsletters and promotional emails. Users are under no obligation to provide KUSA with personal or demographical information of any kind, although it should be understood that the withholding of any such information may restrict access to certain features offered or facilitated by the Site.

Derivative Data

Derivative data denote information KUSA’s servers automatically collect when the Site is accessed, such as IP addresses, types of browsers, operating systems, access times and pages viewed directly before and after accessing the Site.

Financial Data

Financial data include payment method(s), e.g. credit card number(s), card brand(s), expiration date(s), cvc number(s), bank account details, that may be collected by KUSA when remunerable goods or services are obtained via the Site, or when refunds are processed.

Data From Social Networks

Data from Social Networks typify user information from third-party social networking sites, such as Apple’s Game Center, Facebook, Google+, Instagram, Pinterest, X, Tik-Tok, WhatsApp and YouTube, including users’ name(s), social network username(s), location(s), gender(s), birth date(s), email address(es), profile picture(s), telephone number(s) and contacts, if user accounts are linked to such social networks.

Mobile Device Data

Mobile device data refer to information such as a mobile device's ID, model, manufacturer, mobile number and location, should the Site be accessed from a mobile device.

Third-Party Data

Third-party data include information acquired from third parties, such as demographical or navigational data information acquired through submission of authentication information, e.g. proof of residence or online answers to verify identity or ownership, or other supplementary information from third parties.

USE OF INFORMATION

The collection of accurate information about Users of the Site enables KUSA to provide a safe, smooth, efficient and customised service. The assumption of Users' agreement to the use of their personal information collected through the Site is therefore assumed by KUSA to, *inter alia*:

- provide the services and member support requested including, but not limited to, processing of Membership Applications, Affix Applications, Litter and Dog Registrations, Transfers of Ownership, Club Affiliations, Show Licence Applications, and payments therefor;
- respond to product and customer service requests;
- resolve disputes and troubleshoot problems;
- prevent prohibited or illegal activities;
- customise, measure and improve services, content and advertising;
- inform visitors about services, marketing activities and promotional offers, in conjunction with third parties in accordance with partnership agreements; and
- compare information for accuracy and, if necessary, verify accuracy with third parties.

DISCLOSURE OF INFORMATION

KUSA does not sell or rent personal information to third parties for their marketing purposes without explicit consent. KUSA may combine Users' information with information collected from other sources and use it to improve and customise its services, content and advertising. Users who don't wish to receive marketing communications from KUSA, or participate in its ad-customisation programmes, simply need to indicate their preference to opt out, or inform KUSA in writing via email.

KUSA may share personal information collected in certain situations, or under certain circumstances, *inter alia*:

- **Winners, Awardees, Participants in Dog Shows, Contests or Related Events**

KUSA may share or publish information relating to persons who have won, received awards or participated in KUSA-licensed Shows, Competitions or other Dogsport Events. This information may be published in magazines, or on the KUSA website, posters, flyers, or other related marketing platforms, including, but not limited to, official social media accounts of KUSA. Participation in any KUSA-licensed Dog Show, Competition, or Dogsport Event is deemed as consent to collect, process, store and reasonably share or publish the participant's information relating to the competitive activity in question. Should the participant wish to remove certain information relating to him-/herself from KUSA's website or social media platform, the participant may request KUSA to do so, using the contact information provided herein. Failure to request KUSA to remove such information after thirty (30) days from the publication thereof, is deemed as a waiver of the participant's right to remove the information.

- **By Law or to Protect Rights**

KUSA may disclose personal information to law enforcement or other governmental officials in response to a verified request relating to a criminal investigation, or alleged illegal activity. KUSA may further disclose personal information to meet legal requirements or enforce KUSA's policies or directives. Personal information may also be disclosed by KUSA in response to claims of rights' violation or threats to safety. Such information will be disclosed in accordance with applicable laws and/or regulations.

- **Third-Party Service Providers**

KUSA may share necessary information with third parties that perform services on its behalf. These services include payment processing, data analysis, data base management, computer system development and maintenance, email delivery, hosting services, customer services, and marketing assistance.

- **Compulsory Data-sharing with the National Department of Agriculture (DoA)**

In accordance with the Animal Improvement Act 62 of 1998 (AIA), the Department of Agriculture (DoA) appointed KUSA as the Breeders' Society and Registering Authority for a multitude of canine breeds. Under the provisions of the Act, KUSA is obliged to share information pertaining to its registration of purebred dogs and its registration of breeders' Affixes with the DoA, as well as genetic information to be recorded on the Integrated Registration and Genetic Information System (INTERGIS), established and utilised by the DoA to integrate the pedigrees and performance data of animals.

Should application be made to the DoA for Import or Export Permits for purebred canines, KUSA is obliged to share information required by the DoA via the endorsement of AIA permit applications and assist with the processing of such Permits.

- **Compulsory Data-sharing with Partners and Affiliates**

As a full member of the Fédération Cynologique Internationale (FCI), the largest international federation of National Canine Organisations (NCOs) and purebred registries, KUSA is the internationally recognised registry for purebred dogs in Southern Africa. As part of its obligations to the FCI and its worldwide membership of NCOs, KUSA might be required to share the information of its members with the FCI and any of its member NCOs in compliance with legislative or official policy processes.

KUSA has reciprocal arrangements with NCOs that are not members of the FCI and, similarly, might be required to share the information of its members with such NCOs in compliance with legislative or official policy processes.

KUSA may further be obliged to share personal information with its Affiliated Clubs. It should, however, be noted that Affiliated Clubs are bound by this Privacy Policy and the restrictions it imposes on the dissemination of personal information.

- **Online Interactions**

When interacting with other Users of the Site, Users may disclose their name(s), profile photo(s), and descriptions of their activities. When posting comments, contributions or other content to the Site, Users ought to be aware that such posts may be viewed by all Users and be publicly distributed outside the Site in perpetuity.

- **Third-Party Advertising & Marketing**

Based on visits to the Site, third-party advertising companies may use Users' information garnered via web cookies from their visitations to the Site and other websites to expose Users to advertisements of goods and services deemed to be of particular interest to them. Should web cookies be disabled by a User, the likelihood of advertisements of interest is diminished.

- **Other Third Parties**

Users may request or consent to their personal information being shared with certain third parties for specified reasons.

Under disclosure of information section: New Section

- **Third-Party Event Management and Operational Platforms**

KUSA may share personal information with third-party service providers or platforms that operate or integrate with systems used to administer, manage, process, host, organise, schedule, run, collate entries, publish results, certificates, awards, event data, event documentation, and related services for KUSA-licensed events and activities. These systems assist in the registration, entry, scheduling, administration, results publishing, certificates/awards issuance, and operational support for canine

shows, competitions, trials, and related events conducted under KUSA's authority. Personal information shared in this context may include Users' registration and contact details, event entries, results data, show certificates, and other event-related information to the extent necessary for the proper functioning and fulfilment of those services.

Such sharing is for the purposes of delivering the operational services of events KUSA-licensed events and is subject to agreements that require these platforms to handle personal information securely and in accordance with applicable privacy laws, including the Protection of Personal Information Act 4 of 2013.

TRACKING TECHNOLOGIES

- **Cookies and Web Beacons**

KUSA may use cookies, web beacons, tracking pixels, and other tracking technologies on the Site to help customise the Site and improve the User's experience. When accessing the Site, the User's personal information is not collected through the use of tracking technology. Most browsers are set to accept cookies by default. Should the Users remove or reject cookies, they must be aware that such action could affect the availability and functionality of the Site.

THIRD-PARTY WEBSITES

The Site may contain links to third-party websites and applications of interest, including advertisements and external services, that are not directly connected to KUSA. Once these links have been used, any information provided to these third parties is not covered by this Privacy Policy, and KUSA, therefore, cannot guarantee the safety and privacy of information. Before visiting and providing any information to any third-party websites, Users should inform themselves of the privacy policies and practices (if any) of the third parties responsible for the websites and should take the necessary steps to protect the privacy of their information. KUSA is not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services or applications that may be linked to or from the Site.

SECURITY OF YOUR INFORMATION

Users' unique email addresses, usernames and passwords are the key to their accounts. It is important that Users use unique numbers, letters and special characters, and refrain from disclosing passwords to third parties. The loss of control of a password may result in the loss of substantial control over the User's personal information. If a password is compromised, immediate action should be taken to change it by contacting KUSA via email at info@kusa.co.za.

Personal information may also be changed by signing onto the Member or Club Portal. Users are advised to promptly update their personal information as soon as changes occur.

KUSA uses administrative, technical, and physical security measures to help protect Users' personal information. While all reasonable steps have been taken to secure Users' personal information, please be aware that, despite KUSA's best efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorised parties.

Except as otherwise expressly included in this Privacy Policy, this document addresses only the use and disclosure of information collected from Users.

COPYRIGHT

The contents found on our website, posters, flyers, and in other marketing materials, such as, but not limited to, articles, blogs, visual images, video clips, and all other materials originally authored by KUSA, shall be subject to the laws of copyright under the **Copyright Act 98 of 1978**, international Copyright Conventions and other relevant regulatory frameworks. Any unauthorised use, sale, reproduction, or distribution, is illegal and shall be dealt with in accordance with the applicable legislation. Unauthorised use, sale, reproduction, or distribution is understood as those without the express written consent of KUSA. KUSA reserves the right to use personal information

provided by its Users to institute proceedings, to enforce claims and to institute all legal actions necessary for the protection of its copyright and all other rights as may be provided for under South African **Intellectual Property Laws** and other relevant laws.

PRIVACY RIGHTS

The **Protection of Personal Information Act 4 of 2013** allows the processing of personal information subject to compliance with the requirements of the said Act and other laws, allowing disclosure of information to the public and adherence to the principles of transparency, legitimate purpose, and proportionality.

CONTACT US

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