



Privacy Policy

Last updated: 30 January 2025

This Privacy Policy governs the usage of your personal information (PII) on our website, located at www.apexfireinvestigation.co.za, as well as how we obtain, use, and disclose your personal information, per the requirements and includes the requirements in the Protection of Personal Information Act ("POPIA"). We are committed to protecting your privacy and ensuring that your personal information is collected and used properly, lawfully, and transparently.

Privacy Policy

"Privacy", "This Policy", "This Privacy Policy"

POPIA Policy

"The Protection of Personal Information Act", "POPIA", "This Policy"

According to the Act "personal information" means information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person.

www.apexfireinvestigation.co.za

"<https://www.apexfireinvestigation.co.za>", "our website", "website", "APEX Fire Investigation"

"APEX Fire Investigation", "company", "we", "our", "us"

You "you", "your", "customer", "user", "visitor"

Your agreement with us includes our Privacy Policy which includes the requirements of The Protection of Personal Information Act (POPIA). By using our website, you acknowledge that you have read and understood the following information and agree to be bound by them.

Definitions

For this Privacy Policy, the following definitions apply:

Cookies are small files that are placed on your computer, mobile device, or any other device by a website, containing the details of your browsing history on that website among its many uses.

The country refers to South Africa.

Device: Any device that can access the internet or our website, such as a computer, a cellphone, or a digital tablet.

Personal Data is any information that relates to an identified or identifiable individual.

Service Provider means any natural or legal person who processes the data on behalf of APEX Fire Investigation. It refers to third-party companies or individuals employed by APEX Fire Investigation to facilitate our website, and our products and services, to provide our website on behalf of APEX Fire Investigation, to perform services related to our website and our products and services, or to assist APEX Fire Investigation in analyzing how our website is used.

Usage Data refers to data collected automatically, either generated using our website or the products and services and our website infrastructure itself (for example, the duration of a page visit).

This Privacy Policy describes our policies and procedures on the collection, use, and disclosure of your information when you use our website and keeps you informed about your privacy rights and how the law protects you and your personal information. We use your personal data to provide and improve your experience on our website. By using our website, you agree to the collection and use of information per this Privacy Policy.

The Information We Collect

We collect and process your personal information mainly to contact you to understand your requirements and deliver services accordingly. For this purpose, we will collect contact details including your name and organization.

We collect information directly from you and you provide us with your personal details. Where possible, we will inform you what information you are required to provide to us and what information is optional.

Website usage information may be collected using “cookies” which allows us to collect standard internet visitor usage information.

Personal Data

While using our website or setting you up as a client for purchase purposes, we may ask you to provide us with certain personal information that can be used to contact you.

By submitting your information to us, you acknowledge that any information you provide is, per the POPI Act, voluntary, specific, and informed. Personal information may include, but is not limited to:

- Your email address
- Your first name and last name
- Your phone number
- Your business VAT Number
- Your business address

If you do not wish to provide your personal information, we cannot provide you with ideal product and service conditions.

Usage Data

Usage Data is collected automatically when using our website or any other website.

Usage Data may include information such as your device's Internet Protocol address (your IP address), browser type, browser version, the pages of our website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

We may also collect information that your browser sends whenever you visit our website or when you access our website via a mobile device.

Cookies

A cookie is a small file stored on your device. We use Cookies and similar tracking technologies to track the activity on our website and store certain information. Tracking technologies are beacons, tags, and scripts that collect and track information, to improve your usage of our website.

You can instruct your browser to refuse all Cookies or to indicate when a cookie is being sent.

However, if you do not accept Cookies, you may not be able to use some parts of our website.

Unless you have adjusted your browser setting so that it will refuse cookies, our website will make use of Cookies.

For more information about the cookies, we use and your choices regarding cookies, please visit our Cookies Policy.

Your Personal Data

APEX Fire Investigation Ltd may use your Personal Data for the following purposes:

To provide and maintain our website including monitoring the usage of our website pages.

To contact you via email, telephone calls, SMS, or other equivalent forms of electronic communication, when necessary or reasonable for their implementation.

For other purposes

We may use your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns, and evaluating and improving our website, products, services, marketing, and your experience.

We may share your personal information in the abovementioned situations: our organization will not divulge your personal data or information without your consent and without valid reasons.

Retention of Your Personal Data

APEX Fire Investigation will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

APEX Fire Investigation will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period; except when this data is used to strengthen the security or to improve the functionality of our website, or we are legally obligated to retain this data for longer time periods.

Otherwise, we will retain and collect your data:

- To gather contact information
- To confirm and verify your identity or to verify that you are an authorised user for security purposes
- For the detection and prevention of fraud, crime, money laundering, or other malpractice
- To conduct market or customer satisfaction research or statistical analysis
- For audit, tax, and record-keeping purposes
- In connection with legal proceedings

Transfer of Your Personal Data

Your information, including Personal Data, is processed at APEX Fire Investigation website hosts' offices. This means that this information may be transferred to — and maintained on — computers located outside of your province, country, or other governmental jurisdiction where the data protection laws may differ from those from your jurisdiction.

Your consent to this Privacy Policy (by usage of this website), followed by your submission of personal information representing your agreement to that transfer.

The APEX Fire Investigation will take all steps reasonably necessary to ensure that your data and personal information are treated securely and per this Privacy Policy and no transfer of your

Personal Data will be placed to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

Disclosure of Your Personal Data

We may disclose your personal information to our service providers who are involved in the delivery of products or services to you. We have agreements in place to ensure that they comply with the privacy requirements as required by the Protection of Personal Information Act.

We may also disclose your information where and when we have a duty or a right to disclose in terms of law or industry codes or where we believe it is necessary to protect our rights.

Business Transactions

If APEX Fire Investigation is involved in a merger, acquisition or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

Law enforcement

Under certain circumstances, APEX Fire Investigation may be required to disclose your personal data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Other legal requirements

The APEX Fire Investigation may disclose your personal data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of APEX Fire Investigation
- Prevent or investigate possible wrongdoing in connection with our website
- Protect the personal safety of the users of our website or the public
- Protect ourselves against legal liability

Security of Your Personal Data

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

We are legally obliged to provide adequate protection for the personal information we hold and to stop unauthorized access and use of personal information. We will, on an ongoing basis, continue to review our security controls and related processes to ensure that your personal information remains secure.

Our security policies and procedures cover:

- Physical security
- Computer and network security
- Access to personal information
- Secure communications
- Security in contracting out activities or functions
- Retention and disposal of information
- Acceptable usage of personal information
- Governance and regulatory issues

- Monitoring access and usage of private information
- Investigating and reacting to security incidents

When we contract with third parties, we impose appropriate security, privacy, and confidentiality obligations on them to ensure that personal information that we remain responsible for, is kept secure.

We will ensure that anyone to whom we pass your personal information agrees to treat your information with the same level of protection as we are obliged to.

Access to information

You have the right to request a copy of the personal information we hold about you. To do this, simply contact us at the numbers/addresses as provided on our website and specify what information you require.

Correction of your information

You have the right to ask us to update, correct, or delete your personal information. We would appreciate it if you would keep your personal information accurate.

Links to Other Websites

Our website may contain links to other websites 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 that you review the Privacy Policy of every site you visit.

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

Changes to this Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know by updating the "Last updated" date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us for More Information

If you have any questions about this Policy, you can contact us by email at security@apexfireinvestigation.co.za.