



*Bed Buys CC | Unit 6 Caltex Garage Centre, cnr De La Rey & Robert Sobukwe, Parow Industrial | Cape Town | 7500 | South Africa |
www.bedbuys.co.za | CK2004/112399/23 | VAT 4120216256*

BedBuys Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from www.bedbuys.co.za (the "Site").

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, payment information (including credit card numbers), email address, and phone number. We refer to this information as "Order Information." The payment process is performed by PayGate, a DPO Company that is fully compliant with the Protection of Personal Information Act NO.4 of 2013 (POPIA)

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Order Information.



Bed Buys CC | Unit 6 Caltex Garage Centre, cnr De La Rey & Robert Sobukwe, Parow Industrial | Cape Town | 7500 | South Africa |
www.bedbuys.co.za | CK2004/112399/23 | VAT 4120216256

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information and providing you with invoices and/or order confirmations).

Additionally, we use this Order Information for the following but no limited to:

- Communicate with you
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.
- providing the services requested by the data subject
- providing the data subject or the responsible party with customer support inquiries
- for analyses of information to establish user trends and needs;-
- to communicate with the data subject on changes to services, policies, terms and conditions or other important information.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Google Analytics to help us understand how our customers use the Site—you can

read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here:
<https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.



Bed Buys CC | Unit 6 Caltex Garage Centre, cnr De La Rey & Robert Sobukwe, Parow Industrial | Cape Town | 7500 | South Africa |
www.bedbuys.co.za | CK2004/112399/23 | VAT 4120216256

BEHAVIOURAL ADVERTISING

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

- Contacting our office and requesting to be removed from this mailing list:

FACEBOOK – <https://www.facebook.com/settings/?tab=ads>

GOOGLE – <https://www.google.com/settings/ads/anonymous>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

DATA RETENTION

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

MINORS

The Site is not intended for individuals under the age of 18 (eighteen).



*Bed Buys CC | Unit 6 Caltex Garage Centre, cnr De La Rey & Robert Sobukwe, Parow Industrial | Cape Town | 7500 | South Africa |
www.bedbuys.co.za | CK2004/112399/23 | VAT 4120216256*

CAMERA SURVEILLANCE

Cameras are fitted in our stores as well at the. These record for:

- (i) safety and security of the customers and the employees of BedBuys and
- (ii) interests of the BedBuys in respect of any incidents taking place within the store.

CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at info@bedbuys.co.za: