

## Privacy Policy

This Privacy Policy outlines how MSO International ("we", "our", or "us") collects, uses, discloses, and protects personal information obtained from users ("you" or "your") of our services. We are committed to safeguarding your privacy and ensuring the security of your personal information.

### Information We Collect

We may collect personal information from you when you interact with our website, products, or services. This information may include but is not limited to:

- Personal identification details such as name, email address, phone number and address.
- Information provided when you communicate with us, such as feedback, inquiries, or support requests.
- Usage data including IP addresses, browser type, operating system, and pages visited on our website.

### How We Use Your Information

We use the information collected for the following purposes:

- To provide and improve our products and services.
- To communicate with you, respond to inquiries, and provide customer support.
- To personalise your experience and tailor our offerings to your preferences.
- To analyse trends, monitor website usage, and gather statistical data.
- To comply with legal and regulatory requirements.

### Data Sharing and Disclosure

We do not sell, trade, or otherwise transfer your personal information to third parties without your consent, except as described in this Privacy Policy. We may share your information with trusted third-party service providers who assist us in operating our website, conducting our business, or servicing you.

### Data Security

We implement industry-standard security measures to protect the confidentiality, integrity, and availability of your personal information. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

### Your Rights

You have the right to access, update, or delete your personal information held by us. If you wish to exercise these rights or have any concerns about the handling of your data, please contact us using the information provided below.

### Changes to this Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be effective immediately upon posting the updated policy on our website. We encourage you to review this page periodically for the latest information on our privacy practices.

### Contact Us

If you have any questions, comments, or concerns about this Privacy Policy or our privacy practices, please contact us at +27 11 259 5000

*Last update on 3 April 2024.*