

# Privacy Policy

## What is a privacy policy?

A privacy policy is a statement that discloses some or all of the ways a website collects, uses, discloses, and manages the data of its visitors and customers. It fulfils a legal requirement to protect a visitor or client's privacy.

This privacy policy will help you understand how The Aircon Centre t/a Samsung Airconditioner uses and protects the data you provide to us when you visit and use our website. We reserve the right to change this policy at any given time, of which you will be promptly updated. If you want to make sure that you are up to date with the latest changes, we advise you to frequently visit this page. **What User Data We Collect** When you visit the website, we may collect the following data:

- Your IP address.
- Your contact information and email address.
- Other information such as interests and preferences.
- Data profile regarding your online behaviours on our website.

## Why We Collect Your Data

We are collecting your data for several reasons:

- To better understand your needs.
- To improve our services and products.
- To send you promotional emails containing the information we think you will find interesting.
- To contact you to fill out surveys and participate in other types of market research.
- To customize our website according to your online behaviours and personal preferences.

**Safeguarding and Securing the Data** The Aircon Centre t/a Samsung Airconditioner is committed to securing your data and keeping it confidential. The Aircon Centre t/a Samsung Airconditioner has done all in its power to prevent data theft, unauthorized access, and disclosure by implementing the latest technologies and software, which help us safeguard all the information we collect online.

**Our Cookie Policy** Once you agree to allow our website to use cookies, you also agree to use the data it collects regarding your online behaviours (analyze web traffic, web pages you spend the most time on, and websites you visit). The data we collect by using cookies is used to customize our website to your needs. After we use the data for statistical analysis, the data is completely removed from our systems. Please note that cookies don't allow us to gain control of your computer in any way. They are strictly used to monitor which pages you find useful and which you do not so that we can provide a better experience for you.

If you don't want us to process your data anymore, please contact us at [sales@samsungairconditioner.co.za](mailto:sales@samsungairconditioner.co.za)

## Privacy policy updates

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website.

Contact Information:

Tel: 011 708 0015.