



# RADIXTRIE (PTY) LTD

Unit 5 Rand Ridge Office Park  
Ateljee Street, Randpark Ridge  
Gauteng, South Africa, 2154  
Tel: +27 84 876 9536

Email: [info@radixtrie.com](mailto:info@radixtrie.com) | Web: [www.radixtrie.com](http://www.radixtrie.com)

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## PRIVACY POLICY

### 1. Introduction

This Privacy Policy explains how Radixtrie (Pty) Ltd collects, uses, and protects your personal information when you visit our website ([www.radixtrie.com](http://www.radixtrie.com)) or use our services.

We are committed to protecting your privacy and complying with the Protection of Personal Information Act, 2013 (POPIA) and other applicable data protection laws. By using our website or services, you agree to the collection and use of information in accordance with this policy.

### 2. What We Collect and Why

#### 2.1. Information You Provide

When you interact with our website or services, you may provide us with:

- 2.1.1. Contact information (name, email address, phone number)
- 2.1.2. Account registration details and preferences
- 2.1.3. Information submitted through web forms, customer support requests, or service inquiries
- 2.1.4. Payment and billing information (where applicable)
- 2.1.5. Any other information you choose to provide to us

#### 2.2. Information We Collect Automatically

When you visit our website, we automatically collect certain technical information, including:

- 2.2.1. IP address and device information
- 2.2.2. Browser type, version, and language settings
- 2.2.3. Pages visited, time spent on pages, and navigation paths
- 2.2.4. Referring website addresses and search terms
- 2.2.5. Company information derived from IP address matching and similar technical metadata (to identify which organizations are visiting our website)
- 2.2.6. Cookie data and similar tracking technologies (see Section 6 for details)

#### 2.3. How We Use Your Information

We collect and use personal information for the following purposes:

- 2.3.1. **To provide and improve our services:** Delivering our products and services, processing transactions, managing your account, responding to support requests, and continuously improving our offerings based on user feedback and behaviour.



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- 2.3.2. **To communicate with you:** Sending service-related notifications (confirmations, updates, security alerts), responding to your inquiries, providing customer support, and sending marketing communications about our products and services (with your consent where required by law).
  - 2.3.3. **To personalize your experience:** Customizing website content and functionality based on your preferences and online behaviour and providing tailored product recommendations.
  - 2.3.4. **To analyse and understand usage:** Analysing website traffic and visitor behaviour, conducting market research, identifying which companies are interested in our services, and prioritising business development and sales outreach based on legitimate business interests.
  - 2.3.5. **To comply with legal obligations:** Fulfilling contractual obligations, enforcing our Terms of Use, complying with applicable laws and regulations, and responding to lawful requests from authorities.
  - 2.3.6. **To protect our rights and prevent harm:** Detecting, preventing, and investigating fraud, security incidents, and other potentially illegal activities, and protecting the rights, property, and safety of our users and the public.

### 3. Legal Basis for Processing Your Information

Under POPIA and applicable data protection laws, we process your personal information based on one or more of the following lawful grounds:

- 3.1. **Consent:** Where you have given us explicit consent to process your information for specific purposes (such as marketing communications).
- 3.2. **Contractual necessity:** Where processing is necessary to perform our contract with you or to take steps at your request before entering into a contract.
- 3.3. **Legal obligation:** Where we need to process your information to comply with applicable laws or regulatory requirements.
- 3.4. **Legitimate interests:** Where processing is necessary for our legitimate business interests (such as improving our services, website analytics, identifying business prospects, ensuring security, or operating our business efficiently), provided these interests do not override your fundamental rights and freedoms. We have assessed that our use of website analytics and business intelligence tools serves legitimate interests while implementing appropriate safeguards to protect your privacy.

### 4. How We Protect Your Data

- 4.1. We are committed to securing your personal information and have implemented appropriate technical and organisational security measures, including:



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- 4.1.1. Encryption of data in transit and at rest where appropriate
  - 4.1.2. Secure server infrastructure with access controls and authentication
  - 4.1.3. Regular security assessments, monitoring, and updates
  - 4.1.4. Staff training on data protection and security best practices
  - 4.1.5. Business Continuity Plans to protect against data loss
- 4.2. While we implement industry-standard security measures to protect your information, please note that no method of transmission over the internet or electronic storage is completely secure. We cannot guarantee absolute security, but we take all reasonable steps to safeguard your data.
- 4.3. To ensure you are visiting our legitimate website, always verify you are on the authorised domain: [www.radixtrie.com](http://www.radixtrie.com)

### 5. Sharing Your Information

We do not sell, trade, or rent your personal information to third parties. We may share your information in the following limited circumstances:

#### 5.1. Service Providers

We may share information with trusted third-party service providers who assist us in operating our business, including providers of:

- 5.1.1. Website hosting and cloud infrastructure
- 5.1.2. Web analytics and business intelligence platforms
- 5.1.3. Customer relationship management (CRM) and sales tools
- 5.1.4. Email and communication services
- 5.1.5. Payment processing (where applicable)
- 5.1.6. Customer support and related services

These service providers are contractually obligated to use your information only as necessary to provide their services to us and must maintain appropriate security and confidentiality standards.

#### 5.2. Legal Requirements and Protection of Rights

We may disclose your information when required by law or when we believe in good faith that disclosure is necessary to:

- 5.2.1. Comply with legal obligations, court orders, subpoenas, or similar legal processes
- 5.2.2. Protect our rights, property, or safety, or that of our users or the public
- 5.2.3. Detect, prevent, or investigate fraud, security breaches, or other illegal activities
- 5.2.4. Respond to regulatory or governmental requests



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### 5.3. **Business Transfers**

If we are involved in a merger, acquisition, sale of assets, or other business transaction, your information may be transferred as part of that transaction. We will notify you via email and/or a prominent notice on our website of any change in ownership or use of your personal information, and any choices you may have regarding your information.

### 5.4. **With Your Consent**

We may share your information for other purposes with your explicit consent, such as when featuring customer testimonials or case studies that include personally identifiable information. You may contact us at [marketing@radixtrie.com](mailto:marketing@radixtrie.com) to request removal of such information.

## 6. **Cookies and Tracking Technologies**

### 6.1. **What Are Cookies?**

Cookies are small text files stored on your device when you visit our website. They help us analyse webpage flow, customize content, measure effectiveness, and track preferences. We also use similar technologies such as web beacons and tracking pixels.

### 6.2. **Types of Cookies We Use**

6.2.1. **Essential cookies:** Necessary for the website to function properly. These cannot be disabled as they enable core functionality like security, navigation, and access to secure areas.

6.2.2. **Analytics cookies:** Help us understand how visitors interact with our website by collecting information about page views, session duration, navigation patterns, and traffic sources. This information is typically aggregated and anonymous.

6.2.3. **Marketing and business intelligence cookies:** Used to track visitor behaviour and identify which companies are visiting our website based on IP address matching and technical metadata. These help us understand business interest in our services and prioritise sales outreach. These cookies may be set by third-party service providers on our behalf.

6.2.4. **Functional cookies:** Remember your preferences and settings to provide a more personalized experience, such as language preferences or customized content.

### 6.3. **Third-Party Analytics and Business Intelligence**

We use analytics services and business intelligence platforms from reputable providers. These services use cookies and similar technologies to help us:

6.3.1. Analyse how users interact with our website

6.3.2. Identify which companies (not individual users) are visiting our site based on IP address data

6.3.3. Compile reports on website activity and usage patterns



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### 6.3.4. Understand market interest in our services

Information collected by these third-party tools is transmitted to and stored on their servers (which may be located outside South Africa). These providers may also share aggregated information with other third parties where required by law or where authorized to do so. They will not associate your IP address with other data they hold unless you have separately consented to their use of such data.

## 6.4. Managing Your Cookie Preferences

You can control and manage cookies in several ways:

6.4.1. **Cookie consent banner:** When you first visit our website, you can accept or reject non-essential cookies through our cookie consent banner. You can update your preferences at any time through the cookie settings on our website.

6.4.2. **Browser settings:** Most browsers allow you to refuse or accept cookies through their settings. You can typically find these options in your browser menu, where you can prevent automatic cookie acceptance, receive notifications when cookies are set, or disable cookies entirely.

6.4.3. Please note that blocking certain cookies may impact your experience on our website and limit the functionality of some features.

## 6.5. Other Tracking Technologies

We may also use web beacons (single-pixel gifs) in emails to track email opens and link clicks, helping us gauge the effectiveness of our communications. We may use similar technologies in conjunction with third-party widgets or interactive tools embedded on our website.

## 7. Data Retention and Cross-Border Transfers

### 7.1. How Long We Keep Your Information

We retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, including:

7.1.1. While your account is active or you are using our services

7.1.2. As required to comply with legal, accounting, or regulatory obligations

7.1.3. To resolve disputes and enforce our agreements

7.1.4. For other legitimate business purposes (such as fraud prevention or security)

When we no longer need your information, we will securely delete or anonymise it in accordance with our data retention policies. If you wish to request deletion of your information, please see Section 8 (Your Rights Under POPIA).

### 7.2. International Data Transfers



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Your information may be transferred to, stored on, and processed by service providers and partners operating outside of South Africa. This may include providers located in jurisdictions that do not provide the same level of data protection as South Africa.

Where we transfer personal information outside South Africa, we comply with POPIA Section 72 and ensure appropriate safeguards are in place, including:

- 7.2.1. Standard Contractual Clauses or similar data transfer agreements
- 7.2.2. Transferring to jurisdictions with adequacy determinations (where the recipient country has substantially similar data protection laws)
- 7.2.3. Obtaining your consent where required
- 7.2.4. Ensuring recipients implement appropriate technical and organisational measures to protect your information

By using our services, you acknowledge and agree to such transfers and processing. We take all steps reasonably necessary to ensure your data is treated securely and in accordance with this Privacy Policy.

### 8. Your Rights Under POPIA

Under the Protection of Personal Information Act (POPIA), you have the following rights regarding your personal information:

- 8.1. **Right of access:** You may request confirmation of whether we hold your personal information and request access to that information, including details about how we use it and with whom we share it.
- 8.2. **Right to correction:** You may request that we correct or update any inaccurate, incomplete, or outdated personal information we hold about you.
- 8.3. **Right to deletion:** You may request that we delete your personal information where we no longer have a lawful basis to process it, where you withdraw consent (if consent was the basis for processing), or where the information is no longer necessary for the purposes for which it was collected. Please note that we may retain certain information where required by law or for legitimate business purposes.
- 8.4. **Right to object:** You may object to the processing of your personal information for direct marketing purposes at any time. You may also object to processing based on legitimate interests by contacting us and explaining your specific situation.
- 8.5. **Right to withdraw consent:** Where we process your information based on your consent, you have the right to withdraw that consent at any time. This will not affect the lawfulness of processing conducted prior to withdrawal.



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8.6. **Right to lodge a complaint:** You have the right to lodge a complaint with the Information Regulator if you believe we have processed your personal information unlawfully or in violation of your rights.

8.7. **How to Exercise Your Rights**

To exercise any of these rights, please contact us at [info@radixtrie.com](mailto:info@radixtrie.com) with your request. We will respond within a reasonable timeframe (typically within 30 days) and in accordance with applicable law. We may request additional information to verify your identity before processing your request.

To opt out of marketing communications, you may also click the unsubscribe link in any marketing email or contact us at [marketing@radixtrie.com](mailto:marketing@radixtrie.com).

8.8. **Information Regulator Contact Details**

If you wish to lodge a complaint about our handling of your personal information, you may contact the Information Regulator (South Africa):

Email: [info@justice.gov.za](mailto:info@justice.gov.za)

Website: [www.justice.gov.za/info@justice.gov.za](http://www.justice.gov.za/info@justice.gov.za)

## 9. **Changes to This Policy**

9.1. We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or other factors. When we make changes, we will:

9.2.1. Revise the last updated date at the top of this policy

9.2.2. Notify you of material changes by email (if we have your contact information) or through a prominent notice on our website

9.2.3. Provide you with an opportunity to review the updated policy before it takes effect (where required by law)

9.2. We encourage you to review this policy periodically to stay informed about how we protect your information. Your continued use of our services after the effective date of any changes constitutes your acceptance of the updated policy.



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### **10. Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy or our data processing practices, please contact us:

#### **Radixtrie (Pty) Ltd**

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Phone: +27 84 876 9536

Website: [www.radixtrie.com](http://www.radixtrie.com)

#### **Physical Address:**

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