

CLIENT: BFIT
PRODUCT: BFIT WEBSITE PRIVACY POLICY
MEDIUM: www.bfit.co.za

Privacy Policy

Bfit respects your privacy

Bfit treats website users' personal data with respect and integrity. Please read the privacy policy applicable to this website below. It explains how we may collect personal information through this website, how we may process that information, who we may share it with and what your rights are with regard to this personal information.

When you use our website, you are agreeing to be bound by this privacy policy. If you do not agree to this privacy policy, or to any changes we may subsequently make to the policy, you must immediately stop accessing our website. Please note that this privacy policy contains not only terms and conditions, but also your consent to our processing, in accordance with this policy, of the personal information made available by yourself on our website.

Who are we?

The Bfit brand (hereafter referred to as Bfit) is a subsidiary of Omnico (Pty) Ltd, established in Cape Town in 1987. Omnico develops and manufactures high-quality, innovative lifestyle products and offers them at affordable prices in a growing diversity of markets. We are based only in South Africa.

What type of information is collected from you?

In general, you can visit our website and access information while remaining anonymous and without revealing any personal information. When you enter our website, we can determine your domain name, your Internet Protocol details and what browser and operating system you are using, but we cannot see any of your personal information. Bfit uses this information only for technical purposes to ensure you get the best possible experience on our website for the browser you are using.

Bfit does not collect, store and/or retain any credit card and/or payment details.

You can choose what you share

It is only when you willingly provide personal information about yourself via our website that we are able to see and keep such information. For instance, you may wish to provide some information about yourself by completing an online form if you'd like Bfit to contact you. Or you may wish to fill in an online competition/contest entry form and send it to us from the website. If, for example, we were to provide a way on the website for you to purchase a Bfit product online or to register a Bfit product you have purchased elsewhere, we would obviously need to collect your information for that purpose.

The same would apply should you wish to subscribe to any newsletter or other type of communication that you'd like us to email to you.

How is your information used?

We may use your information to:

- Process orders that you have submitted;
- Process applications for subscriptions;
- Process competition/contest entries;
- Ask you for your views or comments on the products and services we provide;
- Send you communications, which you have requested and which may be of interest to you. These may include newsletters, information about campaigns and new product releases;
- Inform you about activities of our associated companies' goods and services.

You can opt out

You understand and hereby agree that the information we require as mentioned above is necessary to enable Bfit to contact you with regards to the use of our services or your participation in any Bfit competition/contest in which you have entered, as well as to carry out marketing and advertising to yourself, including for example, by sending you Bfit newsletters and/or emails and/or SMSs. You may at any stage opt-out from receiving future marketing and advertising information from Bfit. You further understand and hereby agree that we may provide our associated companies with the information mentioned above for the purposes of sending you marketing and advertising information in relation to Bfit's services. You may at any stage opt-out from receiving

future promotional information from any such company, and Bfit shall, to the extent required by yourself, assist you therewith.

Bfit undertakes that any personal information provided by yourself will be held securely and in accordance with the provisions of applicable laws, and Bfit shall ensure that any associated company to whom Bfit provides such personal information as contemplated herein shall abide by the provisions of this paragraph.

How long do we keep information we collect?

Any personal information provided by you will be held securely and in accordance with the provisions of applicable laws, and Bfit shall ensure that any third party to whom Bfit provides such personal information as contemplated herein shall abide by the provisions of this paragraph.

We will hold your personal information on our systems only for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you may hold with us.

How we use anonymous information

You understand and agree that Bfit may compile, use and share any information that does not relate to any specific individual and that Bfit owns all rights to information of a statistical nature compiled by Bfit.

Use of "cookies"

Like many other websites, the Bfit website may use cookies. "Cookies" are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we may use cookies to store your country preference. This would help us to improve our website and deliver a better more personalised service.

It is possible to switch off cookies by setting your browser preferences. For more information on how to switch off cookies on your computer, visit [this wikiHow page](#) (which is offered by a third party whose accuracy of content is beyond our control). Turning cookies off may result in a loss of functionality when using our website.

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

Also, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

16 or under

We are concerned to protect the privacy of children aged 16 or under. We do not process anyone's data aged under 16 without the explicit permission of their parents/guardians. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

Transferring information to other countries

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside South Africa, the USA and the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the country from which you are accessing our website. These countries may not have similar data protection laws to your country. By submitting your personal data, you're agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this policy.

If you use our services, whether or not you are outside or inside the EU, your information may be transferred outside the EU in order to provide you with those services.

Review of this policy

Any changes we may make to our privacy policy in the future will be posted on this page. Please check back frequently to see any updates or changes to our privacy policy.

This policy was last updated in November 2018.