



# PURPLE MOOKITING

## WEBSITE PRIVACY NOTICE

This Website Privacy Notice applies to personal information that Hodgkins and Assoc CC t/a Purple Mookiting (Purple Mookiting) collects through this website: [www.purplemookiting.com](http://www.purplemookiting.com)

### 1. DEFINITIONS

**Cookies** means a small text file (up to 4KB) created by a website that is stored in the user's computer either temporarily for that session only or permanently on the hard disk (persistent cookie). Cookies provide a way for the website to recognize you and keep track of your preferences;

**Data** means information in electronic form;

**Data subject** means the person to whom personal information relates;

**IP address** means a unique address that identifies a device on the Internet or a local Network;

**Personal information** means information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person, including, but not limited to-

- A. information relating to the race, gender, sex, pregnancy, marital status, national, ethnic or social origin, colour, sexual orientation, age, physical or mental health, well-being, disability, religion, conscience, belief, culture, language and birth of the person;
- B. information relating to the education or the medical, financial, criminal or employment history of the person;
- C. any identifying number, symbol, e-mail address, physical address, telephone number, location information, online identifier or other particular assignment to the person;
- D. the biometric information of the person;
- E. the personal opinions, views or preferences of the person;
- F. correspondence sent by the person that is implicitly or explicitly of a private or confidential nature or further correspondence that would reveal the contents of the original correspondence;

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[knk@purplemookiting.com](mailto:knk@purplemookiting.com) | [www.purplemookiting.com](http://www.purplemookiting.com)

   @purplemookiting | 13 Sundale Drive, Hilton, 3201

Hodgkins & Assoc t/a Purple Mookiting | CK 1999/071820/23 | Members: K Y Hodgkins, K Hodgkins

- G. the views or opinions of another individual about the person; and
- H. the name of the person if it appears with other personal information relating to the person or if the disclosure of the name itself would reveal information about the person.

**POPIA** means the Protection of Personal Information Act 4 of 2013;

**Traffic data** means any data processed for the purpose of the conveyance of a communication on an electronic communications network in respect of that communication and includes data relating to the routing, duration or time of a communication;

**User** means a person who uses a computer or other device to access this website;  
And

**Web browser** means an application used to access and view this website. Well known web browsers include Internet Explorer, Google Chrome and Safari.

## **2. PERSONAL INFORMATION**

Purple Mookiting does not collect personal information on this site unless you provide the Purple Mookiting with your personal information. If you provide personal information through this site, it will be held by the Information Officer of Purple Mookiting.

There are places on the site where you can provide personal information, such as:

- emailing an enquiry to the Purple Mookiting
- registering for an event

If you lodge a complaint, make a comment, or give feedback through the website, Purple Mookiting will process your email address and other contact details if provided.

## **3. USE AND DISCLOSURE**

Purple Mookiting will only use personal information that you provide through this website for the purposes for which you provided it.

Purple Mookiting will not make your personal information available to any third party unless this is necessary for the purpose for which you provided the information (for instance to investigate a complaint).

Purple Mookiting may use your personal information for the purposes of administering and improving the site, improving our services or communicating with

you. The personal information you provide to us may be shared with operators to the extent necessary for them to administer and improve the website on our behalf.

Purple Mookiting will only disclose your personal information to third parties in limited circumstances where authorised by POPIA.

#### **4. WEBSITE ANALYTICS**

You may visit the website without providing any personal information. The website servers will in such instances collect the IP address used by the data subject to access the website, but not the e-mail address or any other personally identifiable information. The information on IP addresses is aggregated to measure the number of visits, the average time spent at the website, pages viewed, etc. Purple Mookiting analyses nonidentifiable traffic data to improve our services, via a third (3rd) party programme, namely Google Analytics.

Purple Mookiting may collect, hold, and use statistical information about website visits to help us improve the website. Such information includes:

- Your IP address;
- The search terms you used;
- The pages accessed on Purple Mookiting's website and the links visitors clicked on
- The date and time you visited the website;
- The referring website (if any) through which you clicked through to Purple Mookiting's website; and
- The type of web browser you use (eg Internet Explorer, Mozilla or Firefox).

The traffic data is aggregated and is not personally identifiable. Our website analysis will also respect any "do not track" setting you might have set on your web browser.

#### **5. USE OF COOKIES**

Purple Mookiting uses cookies on its website where they are required for particular features to work. Purple Mookiting also makes use of tracking cookies to track and analyse website usage. The cookies do not collect any personal information about data subjects.

#### **6. LINKS TO SOCIAL NETWORKING SERVICES**

Purple Mookiting uses social networking services such as Facebook and network sharing services such as ShareThis to communicate with the public about its work. When you communicate with Purple Mookiting through these services, that social networking service may collect your personal information for its own purposes.

These services may track your use of Purple Mookiting's website on those pages where their links are displayed. If you are logged in to those services (including any

Google service) while using Purple Mookiting's website, their tracking will be associated with your profile with those service providers.

These services have their own privacy policies which are independent of the privacy policy and practices of Purple Mookiting.

## **7. YOUR RIGHT TO ACCESS AND CORRECT PERSONAL INFORMATION**

Purple Mookiting will provide you with access to any personal information that Purple Mookiting holds about you. You may also request Purple Mookiting to correct your personal information. Kindly contact Purple Mookiting's Information Officer to request access to your personal information or the correction of your personal information. You can ask to be removed from any of Purple Mookiting's subscription lists at any time.

### **Contact Details:**

In the event that you need to contact Purple Mookiting for purposes related to this Website Privacy Notice, please use the following:

Information Officer  
Ms Kelly Hodgkins  
Telephone: (+27) 083 411 0810  
Email: [kelly@purplemookiting.com](mailto:kelly@purplemookiting.com)

This website privacy policy was adopted by the members of the Purple Mookiting on the 8th of June 2021.

Signed by



Kelly Hodgkins  
Member



Karren Yvonne Hodgkins  
Managing Member

at Hilton on the 8th of June 2021.