

Privacy Policy

Firecreek respects your privacy and takes steps to protect it. This Privacy Policy applies to all our data collection and management activities.

By visiting this website, you are accepting the practices described in this Privacy Policy.

This Privacy Policy describes why we collect information, what information we collect, and what we do (and do not do) with it. It also explains how you can change it.

This does not address the practices of any website we link to.

Why does Firecreek collect information?

Information management and communication technologies play a fundamental role in the activities of Firecreek. Our principal activity is a provider of consumer data information. We collect and maintain a limited set of information about the consumer, and provide this information to our customers, as well as making it available to the providers of information.

How can I contact FIRECREEK?

You can contact Firecreek as follows:-

Organisation Name: Firecreek Data

Postal Address: P O Box 23314, Claremont, 7735

Country: South Africa

Website: info@firecreekdata.co.za

Firecreek collects consumer data. Should you wish not to be contacted, we will ensure the Direct Marketing Association of South Africa (DMASA) is informed.

Collection of information

We collect data for the purpose of:-

- Customer administration
- Technical administration of the website
- Research and development
- Marketing
- Personalisation of search

Data collection and purpose specification

We do collect the personal data that you may volunteer.

We may also collect information about you from other sources, such as public records or bodies, or private organizations.

Please specifically note that we collect and use personal data for the purpose of marketing.

You are invited to review the personal information held about you, if any, and to modify or update this information. To do this:

Simply fill in the form on our website or email info@firecreekdata.co.za

Children's privacy

We do not knowingly collect personal data from children. We do not take specific steps to protect the privacy of children who disclose their personal data to us.

Disclosure and visitor choice

We do disclose our data to our subsidiaries or other organizations.

Where we disclose your personal data for the same purposes as those indicated in the table below, we provide you with the means to opt-out of disclosure by:

Sending an email to: info@firecreekdata.co.za

Sending postal mail to this address: P O Box 23314, Claremont, 7735

Contacting the DMA on 0861 362 362

Confidentially/security

We do not give visitors to our website the option of using a secure transmission method to send us their personal data.

We have implemented security policies, rules and technical measures to protect the personal data that we have under our control from:

- Unauthorised access
- Improper use or disclosure
- Unauthorised modification
- Unlawful destruction or accidental loss

All our employees and data processors who have access to, and are associated with the processing of personal data, are obliged to respect the confidentiality of our visitors' personal data.

We ensure that your personal data except that published or otherwise made available to the public and our clients during the normal course of business – will not be disclosed to state institutions and authorities except if required by law or other regulation.

How can I see the personal data that may be held about me?

You can ask us, by:

- Sending an email to: info@firecreekdata.co.za
- Sending postal mail to this address: P O Box 23314, Claremont, 7735
- Filling the prescribed form in on our website.

Upon request, we will provide you with a copy of the personal data that we keep about you. Please note that we may require proof of your identity. We welcome your examination of the data that we hold about you and, where appropriate, you may have the data:

- Rectified or amended
- Completed
- Flagged as not for use

We do not reserve the right to refuse to provide you with a copy of your personal data. We do, however, allow you to challenge our decision to refuse to provide you with a copy of your personal data should this occur for any reason.

What are my legal rights in relation to this privacy policy?

Our privacy policy is compliant with the South Africa Open Democracy Act.

We cannot demonstrate that our privacy policy accords with the privacy instruments.

Privacy support

If you have an enquiry or concern about our privacy policy, please contact us.

Acknowledgement

This Privacy Statement is based on that recommended by the Organization for Economic Co-Operation and Development (OECD) using the OECD Privacy Policy Statement Generator available at www.oecd.org, October 2001.

Information collected

Tables of data collected and purpose for which they are used

We collect primary personal data and business information from the following sources.

- volunteered by individuals
- collected from public records or bodies
- collected from private organizations

The nature of the information collected, and the use to which it is put, is indicated where applicable with a Y. Information which is not collected or used is indicated with an ✕.

	Technical administration of the website	Research & development	Customer administration	Marketing	Trading in personal data
Primary personal data					
Name	x	x	Y	Y	Y
Gender	x	x	Y	Y	X
Address	x	x	Y	Y	Y
Email address	x	x	Y	Y	Y
Phone/fax number	x	x	Y	Y	Y
Business information					
Employer/organization	x	x	X	x	X
Job title	x	x	x	x	X
Address	x	x	X	X	X
Email address	x	x	X	X	X
Phone/fax number	x	x	Y	Y	Y

We collect certain other personal details and profiling data from the following sources:

- volunteered by individuals, including visitors
- collected from public records or bodies
- collected from private organizations