

ELA WEBSITE USER PRIVACY POLICY



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The Environmental Law Association of South Africa (ELA) has a strong commitment to providing excellent service to our members and any other visitors to this Website, including respecting concerns about privacy.

The ELA will explicitly ask when we need information that personally identifies you or allows us to contact you (“personal information”). Generally, this information is requested when making reservations, or when requesting a particular service.

You agree to provide accurate and current information, and not to impersonate or misrepresent any person or entity or falsely state or otherwise misrepresent your affiliation with anyone or anything.

The purposes for which the ELA will use your personal information are as follows: to transact with you via the website or email regarding reservations, to provide services to you via our website; to inform you of new features, services, special offers, and products (provided you have consented to receive such marketing material); to enable us to process, validate and verify reservations and requests for services and for the purposes for which you specifically provided the information; to improve your experience on our website.

The ELA shall be entitled to disclose personal information if required to do so:

- (a) to comply with applicable law or with legal process served on the ELA;
- (b) to protect and defend the rights or property of the ELA, or
- (c) for the purposes of distributing the same to various employees and/or third parties who assist the ELA in providing services to you and thus need to know your personal information in order to render proper and efficient service to you.

We will ensure that all such employees and/or third-party service providers having access to your personal information are bound by appropriate and legally binding confidentiality and non-use obligations in relation to your personal information.

You are aware that information and data are automatically collected through the standard operation of the Internet servers and through the use of “cookies.” “Cookies” are small text files a website can use to recognise repeat users, facilitate the user’s ongoing access to and use of the website and allow a website to track usage behaviour and compile aggregate data that will allow content improvements and targeted advertising. Cookies are not programs that come onto your system and damage files. Cookies work by assigning a unique number to you that has no meaning outside the assigning site. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allow you to deny or accept the cookie feature; however, you should note that cookies

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may be necessary to provide you with certain features (e.g., customized delivery of information) available on our website.

WHILST THE ELA INTENDS TO TAKE REASONABLE MEASURES TO KEEP PERSONAL INFORMATION ABOUT YOU CONFIDENTIAL, IT SHALL HOWEVER NOT BE LIABLE FOR ANY LOSS OR DAMAGE, HOWSOEVER ARISING, SUFFERED AS A RESULT OF THE DISCLOSURE OF SUCH INFORMATION.

The ELA will:

- (a) treat your personal information as confidential;
- (b) take appropriate technical and organisational measures to ensure that your personal information is kept secure and is protected against unauthorised or unlawful processing, accidental loss, destruction or damage, alteration, disclosure or access;
- (c) promptly notify you if we become aware of any unauthorized use, disclosure or processing of your personal information;
- (d) provide you with reasonable evidence of our compliance with our obligations under this policy on reasonable request; and
- (e) upon your request, promptly return or destroy any and all of your personal information in our possession or control.
- (f) not retain your personal information for longer than the period for which it was originally needed, unless we are required by law to do so, or you consent to us retaining such information for a longer period.