



Privacy Policy





1. Introduction

DirectAxis respects the privacy of each Visitor. DirectAxis has established this Privacy Policy to explain how Data is collected by DirectAxis, and how this Data is used and disclosed. DirectAxis takes the protection of Personal Information very seriously. Direct Axis may process (for example, collect, use or disclose) Personal Information only as described in this Privacy Policy.

2. Definitions and Interpretations

For purposes of this Privacy Policy: 'Visitor' or 'you' means any person who visits this website, 'Data' means any data (including Personal Information) provided to DirectAxis by a Visitor; and 'Personal Information' means any Data or information about an identifiable Visitor including an email address.

3. Collection and Online Advertising

Introduction

DirectAxis engages third parties that help it deliver its banner advertisements and other online communications. The third parties may collect and use information about the DirectAxis Visitors to help it understand the offers, promotions, and types of advertising that are most appealing to its Visitors. The Data it collects in this regard is aggregated and cannot be linked to a person. If you do not wish your Data to be used in this way, please notify us and see the availability of opt out choices at the end of this policy.

- Third party vendors, including Google and DoubleClick, show DirectAxis ads on sites on the internet.
- Third party vendors, including Google and DoubleClick, use cookies to serve ads based on a Visitor's prior visits to the DirectAxis website.

Collection on Use

Once a Visitor visits this web site, a Visitor is not anonymous to DirectAxis. When visiting, each Visitor provides Data, which may include an ID number, a contact number, a street address, and an email address. DirectAxis may also record the IP address of a Visitor when adding Data.

Children

DirectAxis does not intentionally gather Personal Information about visitors who are under the age of 13.

Collection from Browser

DirectAxis automatically receives and records information on DirectAxis's server logs from the browser of a Visitor, including an IP address, DirectAxis cookie information, and the page requested. Each Visitor should be aware that other web sites visited before entering the web site might place Personal Information within a URL of a Visitor during a visit to it, and DirectAxis has no control over such web sites. Accordingly, a subsequent web site that collects URL information may log some Personal Information.

4. Use

Messages and Updates

DirectAxis may send to a Visitor administrative messages and email updates regarding the web site, or its services. In some cases, DirectAxis may also send a Visitor primarily promotional messages. A Visitor can choose to opt-out of promotional messages.

Cookies

Personal Information may be used to improve the web site. Direct Axis may use cookies to save the session validators of a Visitor on its browsers and hard drives, and may use cookies to provide a tailored web site. IP addresses also help Direct Axis to diagnose problems with and to administer the web site.

5. Disclosure

Marketing Purposes

DirectAxis may disclose aggregate statistics (information about the customer population in general terms) about the Data to advertisers or business partners.

Third Party Supplier or Agents

DirectAxis may need to provide Data to a third party supplier to supply or provide specific Services to a Visitor (such as providing a quote or calling a Visitor). Each third party supplier is required to only disclose or use the Data to supply or provide the specific Services requested.

Law Enforcement

DirectAxis may disclose Data if required or authorised: by law, or a subpoena or other judicial or administrative order by law; to protect the safety of any individual or the general public; to prevent violation of the Agreement or the law, or the rights of DirectAxis or any third party. An IP address may be disclosed to a third party: if the law or a legal process requires it; to protect the rights or property of DirectAxis, a Visitor, or the general public.

Affiliates

DirectAxis may share Data with an affiliate, in which case DirectAxis will seek to require the affiliates to honour this Privacy Policy.

Change of Ownership

If DirectAxis undergoes a change in ownership, or a merger with, acquisition by, or sale of assets to, another entity, DirectAxis may assign its rights to the Data it processes to a successor, purchaser, or separate entity. DirectAxis will notify each Visitor of the transfer and the Visitor may choose to modify its Personal Data at that time. If a Visitor is concerned about its Data migrating to a new owner, the User may deactivate or delete its account.

Employees

DirectAxis may need to disclose Data to its employees that require use of the Data to do their jobs.

Abuse

DirectAxis may disclose Data to designated third parties to resolve or investigate abuse complaints. DirectAxis may release Data to assist in attempting to block an abusive Visitor or complain to its Internet Service Provider of an abusive Visitor.

6. Security of Data

DirectAxis uses some of the most advanced security measures to protect the Data under its control. All Data is safe, secure, and available only to the Visitor and those to whom Visitor has granted permissions. In addition, the web site is hosted in a secure server environment that uses a firewall and other advanced security measures to prevent interference or access from outside intruders.

7. Updating or Removing

A Visitor may choose to correct or update the Data they have submitted to DirectAxis, by notifying DirectAxis via phone 0861 02 03 04 or email customerservice@directaxis.co.za.

8. Unauthorised Use

Any unauthorised use of DirectAxis information systems is a violation of the Agreement and certain laws, including section 86 of the ECT Act. Such violations may subject the person to civil and criminal penalties.

9. Intercept and Monitor

DirectAxis may intercept, monitor, block, filter, read, delete, and any communication over its information system.

10. Limitation

DirectAxis is not responsible for, gives no warranties, nor makes any representations in respect of the privacy policies or practices of linked or any third party web sites.

11. Transfer Across Borders

DirectAxis may transmit or transfer Personal Information outside the resident jurisdiction of the Visitor and therefore across borders. Personal Information may be processed by DirectAxis in the country where it was collected as well as other countries where laws regarding processing of Personal Information may be less stringent.

12. Enquiries

If anyone has any questions or concerns arising from this Privacy Policy or the way in which DirectAxis handles Personal Information, please contact DirectAxis.

13. Google and DoubleClick Opt Out

Visitors may opt out of Google and DoubleClick's use of cookies by visiting the Google advertising opt-out page [link to <http://www.google.com/policies/privacy/ads/>] or by visiting the Network Advertising Initiative opt out page. [link to http://www.networkadvertising.org/managing/opt_out.asp]
