



**MASSLIFT**  
AFRICA (PTY)LTD

P.O. Box 39743, Bramley, 2018  
766, 5<sup>th</sup> Street, Wynberg, Sandton, 2090  
Tel: 011 786 8524 Fax: 011 887 1253  
www.mitsubishiforklifts.co.za | sales@mlift.co.za  
Registration No. 2008/011704/07  
Vat No. 496 025 1603

## MASSLIFT AFRICA PRIVACY NOTICE

### INTRODUCTION

This policy applies to the business of the organisation wherever it is conducted, but based at the registered office. This policy describes the types of personal information that we may collect about you, the purposes for which we use the information, the circumstances in which we may share the information and the steps that we take to safeguard the information to protect your privacy.

### WHO WE ARE

Masslift Africa Proprietary Limited is the sole distributor of Mitsubishi forklift trucks in the Republic of South Africa. Forklift spares are sold to customers on an ongoing basis while extensive maintenance services are also provided to forklift owners. Masslift also rents out a range of new and used forklifts to customers. Since the company's founding, Masslift has strived to demonstrate how a South African forklift company can play an integral part in the growth and development of South Africa's economy and people.

### THE TYPE OF PERSONAL INFORMATION WE COLLECT

We currently collect and process the following information:

- Company name ; Full personal name ; Contact details ; Physical address ; Email address
- Info requested when we receive a new order or rental deal: FICA ; RICA ; annual financials ; credit application (see attached credit app for detail of what is asked) ; Site Survey of application ; landlord hypotech
- Submission of CVs for job applications.

### COLLECTION OF PERSONAL INFORMATION AND USE

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Assist you in buying or renting a forklift.
- Assist you with maintenance, service or parts.
- Applying for a job.

We use the information that you have given us in order to:

- Assist you in buying or renting a forklift.
- Assist you with maintenance, service or parts.
- Opening an account.
- Processing CV's to check if the applicant meets the criteria.



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We may share this information with:

- Third Party Service Providers incl. credit agencies, subcontractors of the company to fulfil our obligation to customers, our contracted marketing agency, financial institutions and our external auditors. Masslift Africa will also share Personal Information to protect the company and others as required by law, to enforce customer or other agreements, to protect Masslift's rights, property or safety of our staff and others.
- Masslift Africa will not sell, share or disclose personally identifiable information received for commercial purposes that contradict this privacy policy. Consent will be obtained from you through notice when your personal information might go to third parties and you will have a choice to prevent that from happening.

Our service providers gather information about your use of our website to improve and monitor the website. Our service provider uses advanced technology (cookies) to gather information about your operating system, browser version, domain name, IP address and frequency of landing on our home page. Your IP address tells us which server you use but does not identify you personally. You may disable the collection of cookies on your browser and you may browse the internet and our website incognito. It is a function easy to engage on your browser.

## PROCESSING YOUR PERSONAL INFORMATION

In terms of the Protection of Personal Information Act (POPIA), the justification ground which we base our processing on consist out of the following:

- The data subject or a competent person where the data subject is a child **consents** to the processing. Kindly note that you have the right to withdraw your consent;
  - The processing is **necessary** to carry out actions for the conclusion or performance of a contract to which the data subject is a party;
  - The processing complies with an **obligation** imposed by law on the business;
  - The processing protects a **legitimate** interest of the data subject;
  - The processing is necessary for the proper performance of a **public law** duty by the business;
- Or
- The processing is necessary for pursuing the legitimate **interests** of the business or of a third party to whom the information is supplied.

## STORING YOUR PERSONAL INFORMATION

Your information is securely stored:

Data on any individual will be held in as few places as necessary, and all staff will be discouraged from making any additional unnecessary copies.

Effective procedures will be in place so that all relevant systems are updated when information about any individual changes.

Directors: M. Caverni, T Mazibuko, J.W.S. Le Roux\*, A.S. Mabogoane\*, N. Mwale\*, A Sher\* (\*Non Executive)



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Staff who keep more detailed information about individuals will be given additional guidance on accuracy in record keeping.

All Personal Information which you provide to Masslift Africa will be stored securely for the purpose of collection.

Your Personal Information will be stored electronically in a database. Where appropriate, some information may be retained in hard copy. In both instances storage will be secure and audited regularly regarding the safety and the security of the information.

Once this information is no longer required such Personal Information will be safely and securely archived for a period of 7 years, as per the requirements of the Companies Act, 71 of 2008, or longer, should this be required by any other law applicable in South Africa. Thereafter, all your Personal Information will be permanently destroyed through secure means.

Requests for access to personal information will be handled in compliance with the POPI Act and in compliance with the Promotion of Access to Information Act (PAIA), as defined in the organisation's PAIA Manual.

Among the many things we do to secure your personal information we use the following essential protocols:

- All our computers are updated regularly;
- We employ firewalls and up-to-date anti-virus protection; and
- Our staff do not open links and documents from unsolicited emails.

## **YOUR DATA PROTECTION RIGHTS**

You have the right to request a copy of the personal information we hold about you or to object to the processing of personal information held about you.

To do this, you can contact our Chief Information Officer:

Name: Marco Caverni

Address: 766 5th Street, Wynberg, Sandton

Telephone: 011 786 8524

Email: [marketing@mlift.co.za](mailto:marketing@mlift.co.za)

We will take all reasonable steps to confirm your identity before providing details of your personal information. You can always choose not to provide information.



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If you do not want to receive e-mail or other electronic communications from us, let us know in writing if you don't want to receive these offers. However, please note, if you do not want to receive legal notices from us, such as this privacy policy, those notices will still govern your use of Masslift Africa's services and products and it is your responsibility to review them for changes.

You have the right to ask us to update, correct or delete your personal information. You may do this by contacting us at the numbers/addresses provided earlier. We will take all reasonable steps to confirm your identity before making changes to personal information we may hold about you. We would appreciate it if you would keep your personal information accurate. Please update your information by contacting us at the numbers/addresses provided earlier whenever your details change.

Our systems are not invulnerable to Zero Day attacks. (A Zero Day attack means the first type of attack of its kind.) So, we cannot guarantee that any personal information you communicate to us will be absolutely secure. However, we take all precautions reasonably available to protect your personal information.

If we suffer a breach of your personal information, we will immediately inform the Information Regulator of the breach. We will also let you know the nature and extent of that breach, unless the Information Regulator requires us to wait for the completion of investigations into the breach.

If you have any concerns about our use of your personal information, you can make a complaint to us at the numbers/addresses provided earlier whenever your details change.

You can also submit a complaint to the Information Regulator if you are unhappy with how we have used your Information.

#### **INFORMATION REGULATOR'S CONTACT DETAILS**

##### **The Information Regulator (South Africa)**

33 Hoofd Street  
Forum III, 3rd Floor Braampark  
PO Box 31533  
Braamfontein, Johannesburg, 2017

**Complaints** email: [complaints.IR@justice.gov.za](mailto:complaints.IR@justice.gov.za)