

**THE PROTECTION OF PERSONAL INFORMATION ACT 4 of 2013**  
**Privacy Policy**

**DEFINITION OF PERSONAL INFORMATION**

According to the Act “personal information” means information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person. Further to the POPI Act also includes the following items as personal information, which will be collected by Riley Houston Dietitian:

- All addresses including residential, postal, and email addresses.

**ABOUT THE COMPANY**

Riley Houston Dietitian is focusing on the following services:

To promote good health and prevent disease in individuals and communities.

At Riley Houston Dietitian we have taken the corrective steps to draft a private policy to respect your privacy regarding any information we may collect while operating our website. This privacy policy applies to (hereinafter, "us", "we", or "you").

We respect your privacy and are committed to protecting personally identifiable information you may provide us through our website. We have adopted this privacy policy to explain what information may be collected on our website, how we use this information, and under what circumstances we may disclose the information to third parties.

This privacy policy applies only to information we collect through the website and does not apply to our collection of information from other sources.

This privacy policy, together with the terms and conditions posted on our website, set forth the general rules and regulations governing your use of our website. Depending on your activities when visiting our website, you may be required to agree to additional terms and conditions.

**THE INFORMATION WE COLLECT**

We collect and process any personal information on our website; however, we do make use of google analytics and cookies to understand the requirement of our clients.

Information is collected directly from the data subject via a telephone call when an appointment is made or booked. The following information may be requested in and be processed.

Personally, identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Medical Name and History

Your collected information will be stored on our Microsoft OneDrive which is protected through entering a password and fire walls set up by our IT department.

## **HOW WE USE YOUR INFORMATION**

We will use your personal information only for the purposes for which it was collected and agreed with you. Your information will not be distributed to any third party without your consent in writing. In addition, where necessary your information may be retained for legal or research purposes.

For example:

- To gather contact information.
- To confirm and verify your identity or to verify that you are an authorised user for security purposes.
- For the detection and prevention of fraud, crime, money laundering or other malpractice.
- To conduct market or customer satisfaction research or for statistical analysis.
- For audit and record keeping purposes.
- In connection with legal proceedings.
- To build our client data base.

## **DISCLOSURE OF INFORMATION**

We may disclose your personal information to our service providers who are involved in the delivery of products or services to you (Your Medical aid). We have agreements in place to ensure that they comply with the privacy requirements as required by the Protection of Personal Information Act 4 of 2013.

We may also disclose your information:

- Where we have a duty or a right to disclose in terms of law or industry codes.
- Where we believe it is necessary to protect our rights.

Riley Houston Dietitian constituted in terms of the Rules and Regulations relating to the Constitution of the Professional Board for Psychology, of the HPCSA (Health Professions Council of South Africa).

## **SECURITY**

The security of your personal information is important to us but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

We are legally obliged to provide adequate protection for the personal information we hold and to stop unauthorised access and use of personal information. We will, on an on-going basis, continue to review our security controls and related processes to ensure that your personal information remains secure.

Our security policies and procedures include but are not limited to:

- Physical security.
- Computer and network security.
- Access to personal information.
- Secure communications.
- Security in contracting out activities or functions.
- Retention and disposal of information.
- Acceptable usage of personal information.
- Governance and regulatory issues.
- Monitoring access and usage of private information.
- Investigating and reacting to security incidents.

When we are in contract with third parties, we impose appropriate security, privacy, and confidentiality obligations on them to ensure personal information, we remain responsible for, is kept secure.

We will ensure that anyone to whom we pass your personal information agrees to treat your information with the same level of protection as we are obliged to.

### **AGGREGATED STATISTICS**

Riley Houston Dietitian may collect statistics about the behaviour of visitors to its website.

Riley Houston Dietitian may display this information publicly or provide it to others.

However, Riley Houston Dietitian does not disclose your personally identifying information.

### **COOKIES**

- To enrich and perfect your online experience, uses "Cookies", similar technologies and services provided by others to display personalized content, appropriate advertising, and store your preferences on your computer.
- A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns.
- We use cookies to help identify and track visitors, their usage of, and their website access preferences.
- Our visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using websites, with the drawback that certain features of our website may not function properly without the aid of cookies.
- By continuing to navigate our website without changing your cookie settings, you hereby acknowledge and agree to our use of cookies.

### **Analytical Purposes**

Riley Houston Dietitian use cookies to analyze user activity in order to improve the Sites and the websites. We can use such analysis to gain insights about how to improve the functionality and user experience of the Sites.

### **Your Preferences & User Experience**

Riley Houston Dietitian use cookies to gather certain information about users, such as browser type, server, language preference, and country setting, in order to store user preferences on our Sites to make your user experience more consistent and convenient.

In addition, we use cookies to maintain your logged in state when you visit our Sites repeatedly. We may also use your IP address to determine your geographic location at city or postal code level in order to provide you with the most relevant search results.

### **Provide Measurement Services and Better Targeted Ads, & Marketing**

We use cookies other similar technologies from third-party partners such as Google and Beeswax for measurement services, better targeting advertisements, and for marketing purposes.

Our third-party advertising partners may also use these technologies to identify your browsing interests over time and across different websites to deliver targeted advertisements and other content that has been customized for you.

Riley Houston Dietitian may also share information about your behavior on the Sites with third parties (including operators of third-party websites) in order to show you targeted advertisements and other content that has been customized for you. We also use cookies to facilitate the Riley Houston Dietitian Targeted Ads Program. In connection with this Program and other advertisements, we use cookies, web beacons and other similar technologies, including from third party partners, to determine which advertisements users have seen, how many times users have seen a particular advertisement, and on which sites a particular advertisement appeared.

You have a right to object to the legitimate interest use of your Personal Data for the purposes of marketing. To opt out of the collection and use of information for ad targeting, or to exercise any other rights.

### **Referral Tracking**

We use cookies and other similar technologies, including from third party partners, to associate user activity with the third party website that referred the user to our Sites, or to associate user activity that Riley Houston Dietitian referred to a third party website. Some of these third party websites are partner websites that receive credit for the activity of users they refer to our sites or give us credit for the activity of users referred to such third party websites.

### **YOUR RIGHTS: ACCESS TO INFORMATION**

You have the right to request a copy of the personal information we hold about you. To do this, simply contact us at the numbers/addresses as provided on our website and specify what information you require. We will need a copy of your ID document to confirm your identity before providing details of your personal information.

Please note that any such access request may be subject to a payment of a legally allowable fee.

### **CORRECTION OF YOUR INFORMATION**

You have the right to ask us to update, correct, or delete your personal information. We will require a copy of your ID document 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.

### **HOW TO COMPLY TO POPIA**

The Act applies to any person or organisation who keeps any type of records relating to the personal information of anyone, unless those records are subject to other legislation which protects such information more stringently.

1. Store personal data securely and minimize access to this data.
2. Remove personal data where it is not required and where there is no current user consent.
3. Respond to Subject Access Requests.
4. Report any breaches or loss of personal data both to regulators and individuals.

### **THE GENERAL DATA PROTECTION REGULATIONS (GDPR)**

The General Data Protection Regulation (GDPR) is a legal framework that sets guidelines for the collection and processing of personal information from individuals who live in the European Union (EU).

Our international clients will be regulated by the rules and regulations set by the GDPR and/or by their Data protection act according to their country.

Our obligation is to ensure that your information is protected by following and familiarising with the rules and regulations set from an international guideline.

## **OTHER RELATED INFORMATION**

This site is proudly sponsored by Riley Houston Dietitian

The information published on this website is provided for general purposes only and does not constitute legal advice. We make every effort to ensure that the content is up to date and accurate. Please consult with a legal representative for legal advice. During our implementation we can, upon request from you, engage with privacy lawyers on your behalf.

We accept no responsibility for any loss or damage, whether direct or consequential, which may arise from reliance on the information contained in these pages.

Join our mailing list to keep up to date with latest POPIA developments and information around our business.

## **PRIVACY POLICY CHANGES**

Although most changes are likely to be minor, Riley Houston Dietitian may change its privacy policy from time to time.

Riley Houston Dietitian encourages visitors to frequently check this page for any changes to its privacy policy.

Your continued use of this site after any change in this privacy policy will constitute your acceptance of such change.

If you have any questions about this privacy policy, feel free to contact us.

## **HOW TO CONTACT US**

If you have any queries about this notice, you need further information about our privacy practices, wish to withdraw consent, exercise preferences or access or correct your personal information, please contact us at the numbers/addresses listed on our website.

Compliance to the Protection of Personal Information Act 4 of 2013 (POPIA), also known as the POPI Act, will be mandatory for organisations in South Africa.

Whilst the focus of the POPI Act is on compliance, our approach is to implement compliance in such a way that it delivers business value, so that it does not become a cost center, or overhead, but rather allows for improvements in efficiencies and effectiveness, done in such a way as to meet the compliance requirements.