

PRIVACY POLICY FOR BOSS MARINE 2023

To ensure complete transparency, please read through our website privacy policy below to understand how we take care of your information.

By using our website www.bossmarine.com you consent to the terms of this Privacy Policy. BOSS Marine ensures the protection of your privacy and information. This Privacy Policy describes how we collect, use, disclose, and store your personal information in compliance with the Protection of Personal Information Act (POPIA) and other applicable privacy laws.

Collection of Personal Information

1.1. We may collect personal information from you when you visit our website, sign up for our newsletter, or interact with our services. The types of personal information we may collect include:

- Name
- Email address
- Phone number
- IP address
- Browser information

Demographic information

1.2. We may also collect personal information from third-party sources, such as social media platforms, to enhance our services or for marketing purposes. We will obtain your consent when required by law.

Use of Personal Information

2.1. We may use your personal information for the following purposes:

- Providing and personalizing our services
- Responding to inquiries and providing customer support
- Sending promotional offers, newsletters, and marketing communications
- Conducting market research and analysis
- Improving our website, products, and services
- Complying with legal obligations

2.2. We may combine personal information collected through different sources for the purposes stated above.

Disclosure of Personal Information

3.1. We may share your personal information with third parties in the following circumstances:

- **Service Providers:** We may disclose personal information to trusted service providers who assist us in operating our website or performing other business functions. These service providers are bound by contractual obligations to keep your personal information confidential and secure.

- **Legal Compliance:** We may disclose personal information if required to comply with applicable laws, regulations, legal processes, or governmental requests.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our assets, personal information may be transferred to the acquiring entity.
- **Consent:** We may disclose personal information with your consent or as otherwise permitted by applicable privacy laws.

Security of Personal Information

4.1. We employ industry-standard security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

Retention of Personal Information

5.1. We will retain your personal information for as long as necessary to fulfil the purposes for which it was collected, or as required by law.

Your Rights

6.1. You have the right to:

- Access your personal information held by us
- Correct any inaccuracies in your personal information
- Request the deletion of your personal information
- Object to the processing of your personal information
- Withdraw your consent, if applicable
- Lodge a complaint with the relevant supervisory authority

Cookies and Tracking Technologies

7.1. We may use cookies and similar tracking technologies on our website to enhance your browsing experience, analyse trends, and gather demographic information. You can control the use of cookies through your browser settings.

Third-Party Links

8.1. Our website may contain links to third-party websites or services. We are not responsible for the privacy practices or content of those third-party websites. We encourage you to review the privacy policies of those websites before providing any personal information.

Children's Privacy

9.1. Our website is not intended for use by individuals under the age of 16. We do not knowingly