

Privacy Policy Last Updated: 11 February 2025

GSM Holdings (pty)Ltd (“we,” “our,” or “us”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website [www.g-s-m-holdings.com](http://www.g-s-m-holdings.com) (the “Site”)

By using our Site and purchasing products or participating in competitions you consent to the practices described in this Privacy Policy.

1. We collect personal information when you visit our Site and logging an enquiry  
This may include:
  - Personal Identification Information: Name, email address, mailing address, phone number, and payment information.
  - Payment Information: Credit card details, billing address, and transaction history.
  - Usage Data: Information about how you interact with our Site, including browsing patterns, IP address, browser type, and referring website.

## 2. How We Use Your Information

We may use the information we collect for the following purposes:

- Order Processing and Fulfilment: To process and deliver your orders, including shipping and customer service.
- Personalized Experience: To customize your experience on our Site and recommend products tailored to your needs.
- Customer Support: To respond to your inquiries and provide support related to your orders or products.
  - Marketing and Communication: To send promotional emails, newsletters, and updates about new products or services. You can opt-out of marketing communications at any time.
- Compliance and Legal Obligations: To comply with legal requirements, such as healthcare regulations, or respond to subpoenas, court orders, or legal investigations.

## 3. Sharing Your Information

We do not sell, rent, or lease your personal information to third parties. However, we may share your information in the following circumstances:

- Service Providers: We may share your information with third-party service providers who assist with payment processing, order fulfilment, website hosting, email marketing, and other business functions. These providers are obligated to protect your information.

- Legal Compliance: We may disclose your information to comply with applicable laws or to protect the rights, property, and safety of our customers, employees, and others.
- Business Transfers: In the event of a merger, acquisition, or sale of assets, your personal information may be transferred as part of the transaction.

#### 4. How We Protect Your Information

We take reasonable precautions to protect your personal information from unauthorized access, use, or disclosure. This includes the use of encryption technologies, secure servers, and strict internal policies. However, no method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your personal information, we cannot guarantee its absolute security.

#### 5. Your Rights and Choices

You have certain rights regarding your personal information. Depending on your jurisdiction, these rights may include:

- Access and Correction: You can request access to the personal information we hold about you and request corrections if necessary.
- Deletion: You may request that we delete your personal information, subject to legal and contractual obligations.
- Opt-Out: You can opt out of marketing emails by clicking the unsubscribe link at the bottom of any email or by contacting us directly.
- Data Portability: You can request a copy of your personal information in a structured, commonly used format for transfer to another service provider. To exercise your rights, please contact us using the contact information provided below.

#### 6. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience on our Site. These technologies allow us to:

- Improve website functionality and user experience.
- Analyse website usage and trends.
- Serve personalized advertisements. You can control cookie preferences through your browser settings, but please note that disabling cookies may impact your ability to use certain features on our Site.

#### 7. Third-Party Websites Our Site may contain links to third-party websites, including payment processors and other service providers. We are not responsible for the privacy practices or content of these external sites. We encourage you to read the

privacy policies of any third-party websites before providing any personal information.

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#### 9. Children's Privacy

Our Site is not intended for children under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have collected personal information from a child under 18, we will take steps to delete that information as quickly as possible.

#### 9. International Transfers

If you are accessing our Site from outside of South Africa, please be aware that your personal information may be transferred to, stored, and processed in South Africa, where our servers are located and our central database is operated. By using our Site and providing us with your personal information, you consent to these transfers.

#### 10. Changes to This Privacy Policy We may update this Privacy Policy from time to time.

Any changes will be posted on this page with an updated "Last Updated" date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

#### 11. Contact Us If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at: [info@g-s-m-holdings.com](mailto:info@g-s-m-holdings.com)