



Retail and Business Banking Privacy Notice

Unrestricted

Reviewed and updated – April 2023

1 Introduction

- 1.1 We want you to understand how we collect, use and share information about you.
- 1.2 The Consumer Protection Act 68 of 2008 (“CPA”) and the Protection of Personal Information Act 4 of 2013 (“POPIA”) regulate the processing of your personal information.
- 1.3 This Privacy Notice applies to clients of Absa Retail and Business Banking. Absa’s Privacy Statement can be found on the Absa website.
- 1.4 This Privacy Notice applies when you sign up for a new product or service with Absa Retail and Business Banking and when you use our website, Banking App or other digital service platforms.
- 1.5 By using these products and services or by providing personal information to us, you agree to the terms outlined in this Privacy Notice.

2 What is personal information?

- 2.1 Personal information means information relating to an identifiable, living, natural person and (where applicable) an identifiable, existing juristic person, including (but not limited to) the name, race, gender, marital status, address and any identifying number of a person, symbol, email address, physical address, telephone number, location information, online identifier, biometric information, photograph or image or other particular assignment to the person.

3 What is direct marketing?

- 3.1 Direct marketing as defined in the CPA and POPIA, means to approach a person, either in person or by mail or electronic communication, for the direct or indirect purpose of:
 - Promoting or offering to supply, in the ordinary course of business, any goods or services to that person; or
 - Requesting the person to make a donation of any kind, for any reason.

4 How we use your personal information

- 4.1 We collect, use and store your personal information so that we can:
 - Confirm your identity.
 - Assess your application for a product or service.
 - Design, manage, price and provide our products and services.
 - Make sure that our business meets your needs and provide you with customised offers, experience and service communication to help you manage your finances.
 - Minimise risk and identify or investigate fraud or other related activities.
 - Contact you when we need to tell you something important.
 - Screen you against any politically exposed persons or sanctions list.
 - Improve our service to you and your experience with us.
 - Manage our businesses and identify potential trends and markets to ensure that your products are future-fit.

For some purposes in connection with the service that you have requested, we have a legal or regulatory obligation to process your personal information. These purposes include:

- The prevention, detection, investigation and prosecution of crime in any jurisdiction (including, without limitation, money laundering, terrorism, fraud and other financial crime).
- Identity verification, government sanctions screening and due diligence checks.
- Enforcing obligations, including without limitation, the collection of amounts outstanding from you and your provision of security for the facilities.
- To comply with local or foreign law, regulations, directives, judgments or court orders, government sanctions or embargoes, reporting requirements under financial transactions legislation and demands of any authority, regulator, tribunal, enforcement agency or exchange body.

We may also collect and store your personal information for reasons where the law allows us or requires us to do so.

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- 4.2 We may process your personal information to enhance your personal experience of our digital service channels, to ensure that you can easily navigate relevant pages and offers. You accept that using these channels and services means that you give us permission to process your information to customise your experience, including where you choose to upload images to our digital channels. This customisation may include the display of important information relevant to your personal product holdings or products or services that we think you may be interested in on these digital service channels.
- 4.3 We may use your personal information to tell you about products or services that we think you might be interested in. To do this, we may contact you via SMS, email, telephone or post. If you do not want to receive direct marketing communication from us, you can update your preferences via our website or Banking App or with a service representative in any of our branches at no cost to you.
- 4.4 We will stick to your communication preferences wherever we can, but you accept that we may need to send you important communication via a channel that is not your preference. We will only do so in cases where we deem the information to be important and relevant for you.

5 Retaining and deleting personal information

- 5.1 Personal information that we process for any purpose or purposes will not be kept for longer than is necessary for that purpose or those

purposes.

- 5.2 We will retain your personal information for as long as it is legally required and when we are no longer legally required or have a legitimate purpose to retain it, we will either destroy it, desensitise it or anonymise it.
 - 5.3 Notwithstanding the other provisions of this section (5), we may retain your personal information where such retention is necessary for compliance with a legal obligation to which we are subject or to protect your vital interests or the vital interests of another natural person.
 - 5.4 We may also de-identify your personal information that we have collected for the purposes described in this Privacy Notice. As a result, this Privacy Notice and Privacy Laws will generally not apply to our use of de-identified information. However, we will continue to safeguard this de-identified information.
- 6 Security of personal information**
- 6.1 The security of your personal information is important to us. We will take appropriate technical and organisational precautions to secure your personal information and to prevent the loss, misuse, unauthorised access, disclosure or alteration of your personal information.
 - 6.2 We will store all your personal information on secure servers, personal computers and mobile devices and in secure manual record-keeping systems.
 - 6.3 We use a range of physical, electronic and other security measures to protect the security, confidentiality and integrity of the personal information that we hold. For example:
 - Access to our information systems is controlled through identity and access management controls.
 - Employees and our contracted service providers are bound by internal information security policies and are required to keep information secure.
 - All employees are required to complete training about privacy and information security.
 - We regularly monitor and review our compliance with internal policies and industry best practice.
 - 6.4 You should ensure that your password is not susceptible to being guessed, whether by a person or a computer programme. You are responsible for keeping the password that you use for accessing our website, confidential. We will not ask you for your password or PIN (except when you login to our digital channels or are doing a transaction).
 - 6.5 We will not sell your personal information to other companies or organisations.
- 7 Access to your personal information**
- 7.1 As a client of the bank, you may: a) ask us to give you a description of your personal information that we hold; and b) ask us to correct or update your personal information through our client service channels. We may, if allowed by law, charge a fee for this.
- 8 Right to change this Privacy Notice**
- 8.1 We may change or update this Privacy Notice. The latest version of this notice will be published on our website for you to view. Please review it regularly to make sure that you are comfortable with the content.
 - 8.2 The latest version will replace all earlier versions, unless otherwise specified.
- 9 Complaints or queries**
- 9.1 If you have any questions about this Privacy Notice or a complaint regarding the treatment of your privacy, please use the contact link on our website or contact our information officer using the details set out below.
 - 9.2 We will treat your requests confidentially. Our representative will contact you within a reasonable time after receiving your query or complaint to discuss your concerns and outline options regarding a resolution. We aim to ensure that your queries and complaints are resolved in a timely manner.
 - 9.3 Complaint Resolution Suite:
Telephone: 0800 41 41 41
Hours: Weekdays, 08:00 to 16:30
Email address: actionline@absa.co.za
Website: absa.co.za/send-us-your-feedback/