

AMC business Institute Privacy Policy

Effective Date: 01/08/2018

1. Introduction

AMC Business Institute (Pty) Ltd ("AMC International", "we", "our", or "us") is committed to protecting and respecting your privacy in accordance with the Protection of Personal Information Act, 4 of 2013 ("POPIA") and other applicable South African privacy laws. This Privacy Policy sets out how we collect, use, disclose, and protect your personal information when you use our website www.amc-intsa.com or engage with our services.

2. Definitions

- **Personal Information:** Refers to information about an identifiable individual, as defined in POPIA, such as a person's name, email address, identification number, IP address, or any other information that identifies or can be used to identify a person.
 - **Processing:** Any operation or activity, whether automated or manual, concerning personal information, including collection, recording, storage, updating, modification, retrieval, use, dissemination, or deletion.
 - **Data Subject:** The individual whose personal information is being processed.
 - **Responsible Party:** The entity that determines the purpose and means of processing personal information. In this case, AMC International is the responsible party.
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3. What Personal Information We Collect

We may collect and process the following types of personal information:

- **Identity Information:** Name, title, date of birth, gender, and identity or passport number.
 - **Contact Information:** Email address, postal address, phone number.
 - **Technical Information:** IP address, browser type, and version, time zone settings, browser plug-ins, and operating systems.
 - **Usage Information:** Information about how you use our website, services, or any content you interact with on our platform.
 - **Marketing Preferences:** Information about your marketing preferences and communication preferences.
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4. How We Collect Personal Information

We collect personal information in the following ways:

- **Direct Interaction:** When you fill out forms, send inquiries, or communicate directly with us through email, phone, or our website.
 - **Automated Collection:** We may collect technical data about your browsing activity through cookies, server logs, and analytics tools.
 - **Third-Party Sources:** We may receive personal information about you from publicly available sources, such as social media platforms or other third-party databases.
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5. Purpose of Processing Personal Information

Your personal information may be used for the following purposes:

- **Provision of Services:** To provide and manage the services you request from us.
 - **Communication:** To communicate with you regarding our services, offers, and updates.
 - **Marketing:** To provide you with information on events, promotions, and conferences that may interest you (subject to your consent).
 - **Security and Monitoring:** To monitor our website and ensure compliance with our terms and conditions, and to protect the security of our systems.
 - **Compliance:** To comply with legal obligations and regulatory requirements under South African law, including PAIA and POPIA.
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6. Legal Basis for Processing

We process your personal information on the following legal grounds, in line with POPIA:

- **Consent:** Where you have provided consent for specific processing activities (e.g., marketing).
 - **Legitimate Interest:** To manage our business operations, improve services, and communicate with you in a way that is necessary for the conduct of business.
 - **Legal Obligations:** To comply with our legal and regulatory obligations, including PAIA requests and other legal disclosures.
 - **Contractual Obligations:** To fulfil the terms of our contract with you when you engage in our services.
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7. Sharing of Personal Information

We may share your personal information with third parties in the following cases:

- **Service Providers:** With trusted service providers who help us with IT services, marketing, or customer support, under confidentiality agreements.
 - **Regulatory Authorities:** Where we are required to do so by law or in response to legal proceedings, including responding to requests under PAIA.
 - **Business Transfers:** In the event of a merger, acquisition, or sale of all or part of our assets, personal information may be transferred as part of the transaction.
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8. Security of Your Personal Information

AMC International takes the security of your personal information seriously. We implement appropriate technical and organizational measures to protect against unauthorized access, loss, or misuse of your data. This includes the use of encryption, secure servers, and restricted access to personal information.

9. Your Rights as a Data Subject

As a data subject under POPIA, you have the following rights:

- **Right to Access:** You may request access to the personal information we hold about you by submitting a PAIA request. Please note that this may be subject to a reasonable fee.
- **Right to Rectification:** You have the right to correct inaccurate personal information.
- **Right to Deletion:** You may request the deletion of your personal information where there is no legal obligation or overriding legitimate interest to retain it.
- **Right to Object:** You have the right to object to the processing of your personal information for direct marketing or based on legitimate interest.
- **Right to Withdraw Consent:** Where processing is based on your consent, you may withdraw this consent at any time.

For exercising any of these rights, you may contact us at **[insert contact information]**.

10. Retention of Personal Information

We retain personal information for as long as it is necessary to fulfil the purposes for which it was collected, or as required by applicable laws. We will securely delete or anonymize personal information when it is no longer needed.

11. Cookies

Our website uses cookies to improve your browsing experience. Cookies are small text files stored on your device that allow us to collect information about your activity on our website. You can disable cookies through your browser settings, but please note that this may impact on your experience on the site.

12. Transfer of Personal Information

In the event that we need to transfer your personal information outside of South Africa, we will ensure that appropriate safeguards are in place to protect your data in compliance with POPIA.

13. Changes to this Privacy Policy

We reserve the right to update this Privacy Policy at any time. Changes will be posted on this page, and we encourage you to review the policy regularly.

14. Contact Us

If you have any questions about this Privacy Policy or your personal information, you can contact us at:

- **AMC Business Institute (Pty) Ltd**
 - Email: info@amc-intsa.com
 - Phone: 010 496 8734
 - Postal Address: POB 413629 Craighall 2024
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By using our website and services, you consent to the collection, use, and processing of your personal information as described in this Privacy Policy.
