

1. Introduction

Rosdave Diamonds ("Rosdave", "we", "us", "our") is a diamond company registered in South Africa. We respect your privacy and are committed to protecting your personal data in accordance with the Protection of Personal Information Act (POPIA) and other applicable laws in South Africa. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website: <https://rosdavediamonds.com/>

2. Information We Collect

Should you decide to register as a user on the website, make a purchase, or submit an enquiry, we may require you to provide us with personal information. We may collect the following types of data:

- **Personal Information:** Including, but not limited to, your name and surname, email address, physical/shipping address, gender, mobile number, date of birth, and payment details.
- **Technical Data:** Including your IP address, browser type, device information, and usage data collected through cookies and similar technologies.
- **Communication Data:** Such as feedback, reviews, or other content you submit via forms, emails, or customer support inquiries.

If your personal information changes, please inform us as soon as reasonably possible so we can update your details. By providing this information, you agree to provide accurate and current data, and not to impersonate or misrepresent your affiliation with any person or entity.

3. How We Use Your Information

We use the personal information you provide solely for the following purposes:

- To respond to your diamond enquiry and provide you with a personalised quote.
- To schedule viewings or appointments.
- To send you a quote, invoice, or follow-up communication relating to your enquiry.
- To process payments and arrange for the secure shipping of your purchases.
- To conduct our legitimate business operations as a diamond dealer.

We will not use your personal information for any purpose other than those listed above without obtaining your prior written consent.

4. Disclosure of Your Information

We will not sell your personal information to third parties. We may share your information with trusted third-party service providers who assist us in operating our website, conducting our

business, or servicing you (e.g., courier companies, secure payment gateways, IT support), provided that those parties agree to keep this information confidential and secure in accordance with POPIA

5. Cookies and Tracking Technologies

We may place small text files called "cookies" on your device when you visit our website. These files do not contain personal information but contain a personal identifier allowing us to associate your personal information with a certain device. We use cookies to:

- Grant you access to age-restricted content (if applicable).
- Tailor our website's functionality to you by remembering your preferences.
- Improve website performance.
- Allow third parties to provide services to our website.
- Deliver targeted advertising in compliance with applicable laws.

Your internet browser generally accepts cookies automatically, but you can change this setting to stop accepting them or delete them manually. Please note that disabling cookies may prevent you from accessing certain features of our website. You can find out more about cookies at <https://allaboutcookies.org/>

6. Data Security and Retention

- **Security Measures:** We take appropriate technical and organisational measures to ensure your personal data is kept secure and protected against unauthorised processing, accidental loss, destruction, alteration, or access. All employees and partners with access to your data are bound by legally binding confidentiality obligations.
- **Breach Notification:** We will promptly notify you if we become aware of any unauthorised use, disclosure, or processing of your personal information.
- **Retention:** We will not retain your personal information longer than necessary for the purposes it was collected, unless required by law or you consent to a longer retention period. Upon written request, we will promptly return or destroy your personal information in our possession, save for what we are legally obliged to retain.
- **Liability Disclaimer:** While we do everything reasonably necessary to protect your privacy, we cannot guarantee total security. We do not accept liability for unauthorised disclosures made by third parties not under our control, unless resulting from our gross negligence.

7. Your Rights Under POPIA You have the right to:

- Access your personal data to view or update details.
- Request the correction or deletion of your data.
- Object to processing for marketing purposes.
- Withdraw your consent at any time.

If you are not satisfied with how we handle your personal data, you have the right to lodge a complaint with the Information Regulator of South Africa.

- **Website:** <https://inforegulator.org.za/>
- **Email for complaints:** POPIAComplaints@inforegulator.org.za

8. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. Changes will be posted on this page with a revised date.

9. Contact Us

If you have questions about this Privacy Policy, wish to exercise your rights, or want to know how your information is handled, please contact:

- **Website:** <https://rosdavediamonds.com/>
- **Email Address:** info@rosdavediamonds.com
- **Phone Number:** 082 551 2103