

E2 Group – Privacy Policy

Introduction

E2 Group ("E2", "we", "us", "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy outlines how we collect, use, disclose, and protect your data in accordance with the Protection of Personal Information Act (POPIA) of South Africa.

By using our websites (including but not limited to MyMembership®, MyOrders®, MyCPD®, MyEvents™), products, services, or interacting with our personnel, you consent to the practices described in this policy.

What Data Do We Collect?

We may collect the following personal information from you when you register, subscribe, purchase products/services, or communicate with us:

- Name and surname
- Email address
- Contact number
- Physical/delivery address
- Business VAT number
- General interests
- Location data
- Identification number (for specific services, e.g., rentals)
- Additional data voluntarily provided by you

You must ensure that the information provided is accurate and not misleading.

Why Do We Collect Your Data?

We collect and process your personal information for the following purposes:

- Fulfilling orders and contractual obligations
- Managing user accounts and registrations
- Communicating with you about orders, updates, or inquiries
- Conducting marketing and promotional activities (subject to your consent)
- Enhancing user experience and service improvement
- Compliance with legal and regulatory obligations (including tax and auditing requirements)
- Security and fraud prevention

Data Retention

We retain your personal information only as long as necessary to fulfill the purpose for which it was collected or as required by applicable laws. Upon your request, we will delete your data, noting possible consequences such as not receiving order updates or service interruptions.

Sharing Your Data

Your personal information may be shared with:

- Employees and authorized service providers for fulfilling orders, providing customer support, and improving our services
- Payment processors
- Accounting and administrative services
- Rental and service management systems
- Marketing services for newsletters and promotional emails
- Web analytics services
- Blogging and content management platforms
- Suppliers for warranty claims or technical support purposes

All third parties are bound by confidentiality and data protection obligations.

We may disclose your data if legally required by a court order, law, or regulatory authority, or to protect our rights, property, and safety.

Cookie and Tracking Technology

Our website uses cookies and tracking technologies to improve user experience and gather website usage data. Cookies help us:

- Understand browsing habits and improve service offerings
- Remember user preferences and login sessions
- Enhance website functionality and security
- Optimize advertising and marketing effectiveness

You may refuse cookies, but some features on our website may not function properly as a result.

Security of Your Data

We implement robust technical and organizational measures to protect your data against unauthorized access, accidental loss, or misuse. We commit to:

- Keeping your data confidential
- Promptly notifying you of any security breaches
- Providing you with access to your personal information for updates or corrections

Your Rights

Under POPIA, you have the right to:

- Request access to your personal data
- Request correction or deletion of your data
- Withdraw consent for marketing communications at any time
- Lodge complaints with relevant regulatory authorities

Accessing, Updating, or Deleting Your Data

To exercise your data rights, please contact:

- Email: support@mymembership.co.za
- Phone: +27 (0)10 500 3704

Third-Party Links

Our websites may contain links to third-party sites. We are not responsible for their privacy practices. We recommend reviewing third-party privacy policies separately.

Changes to This Policy

E2 reserves the right to update this Privacy Policy periodically. Updates will be posted online, effective immediately upon posting. We encourage regular review of this policy.

Contact Us

For questions or concerns about this policy or our privacy practices, please contact:

E2 Group Email: support@mymembership.co.za