



**FOR ALL YOUR BUILDERS  
EQUIPMENT & POWERTOOL  
REQUIREMENTS**

Privacy Notice in terms of the Protection of Personal  
Information Act, No. 4 of 2013 (South Africa)

Notice Version: 30 June 2021

## Physical & Postal Addresses, Information Officer and Contact Details

ATHLONE – Nigel Vollenhoven  
Corner First Avenue and Klipfontein Road  
Tel: 021 696 8396  
Email: [mngrathlone@hire-it.co.za](mailto:mngrathlone@hire-it.co.za)

BELLVILLE – Amaal Johaar  
Corner Baxter & Strand Street  
Tel: 021 949 3570  
Email: [mngrbellville@hire-it.co.za](mailto:mngrbellville@hire-it.co.za)

BRACKENFELL – Greg Chambers  
3 Orion Street  
Tel: 021 981 9002  
Email: [mngrbrackenfell@hire-it.co.za](mailto:mngrbrackenfell@hire-it.co.za)

CAPE TOWN – Grant Jacobs  
68 New Market Street  
Tel: 021 462 2337  
Email: [mngrcapetown@hire-it.co.za](mailto:mngrcapetown@hire-it.co.za)

CLAREMONT – Yusuf Januarie  
255 Corner Garrison & Imam Haron (Old Lansdowne Road)  
Tel: 021 683 3695  
Email: [mngrclaremont@hire-it.co.za](mailto:mngrclaremont@hire-it.co.za)

MAITLAND – Charlene Vollenhoven  
Corner 6th Avenue & 1st Street  
Tel: 021 593 8690  
Email: [mngrmaitland@hire-it.co.za](mailto:mngrmaitland@hire-it.co.za)

MONTAGUE GARDENS – Aslam Olivier  
1 Station Road  
Tel: 021 552 4814  
Email: [mngrmg@hire-it.co.za](mailto:mngrmg@hire-it.co.za)

PAROW – Shawaal Johaar  
15 Duminy Street, Parow East  
Tel: 021 930 0724  
Email: [mngrparow@hire-it.co.za](mailto:mngrparow@hire-it.co.za)

STEENBERG – Neil Buchanan  
Corner Military & Main Road  
Tel: 021 701 7333  
Email: [mngrsteenbergs@hire-it.co.za](mailto:mngrsteenbergs@hire-it.co.za)

**Domicilium Address:**

255 Corner Garrison & Imam Haron Roads, 7708

**INDEX**

No.	Heading
1.	Purpose of this notice
2.	Definitions
3.	Information we may collect
4.	How your personal information is collected
5.	How and why, we process your personal information
6.	Who we share your personal information with
7.	Data Security
8.	How long your personal information will be kept
9.	International transfer of personal information
10.	Your rights
11.	How to contact us
12.	Changes to this privacy notice
13.	Information collected and what it is used for
14.	Information Regulator

**1) PURPOSE OF THIS PRIVACY NOTICE**

1.1 We value your privacy and protecting your personal information is important to us.

1.2 Hire-It is committed to complying with the Protection of Personal Information Act, No. 4 of 2013, in relation to the processing of your personal information.

1.3 The purpose of this notice is to describe how and why we collect, store, use, share or otherwise process your personal information. It furthermore explains your rights in relation to your personal information and how to contact us if you have a question or complaint.

1.4 Please note that we may update this notice from time to time. The latest version of this notice is available on request.

**2) DEFINITIONS**

Some of the key terms that we use in this notice are defined below:

2.1 "We", "us" or "our" means Hire-It with nine branches under various ownership structures, situated in Cape Town as well as Scaff-It situated at Montague Gardens with information officer being Shameemah Meyer, 021 555 3204, 1 Station Road, Montague Gardens, [mngrscaffit@hire-it.co.za](mailto:mngrscaffit@hire-it.co.za)

2.2 "Personal information" means information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person, including, but not limited to:

2.2.1 information relating to the race, gender, sex, pregnancy, marital status,

national, ethnic, or social origin, colour, sexual orientation, age, physical or mental health, well-being, disability, religion, conscience, belief, culture, language and birth of the person;

2.2.2 information relating to the education or the medical, financial, criminal or employment history of the person;

2.2.3 any identifying number, symbol, e-mail address, physical address, telephone number, location information, online identifier, or other particular assignment to the person;

2.2.4 the biometric information of the person;

2.2.5 the personal opinions, views or preferences of the person;

2.2.6 correspondence sent by the person that is implicitly or explicitly of a private or confidential nature or further correspondence that would reveal the contents of the original correspondence;

2.2.7 the views or opinions of another individual about the person; and

2.2.8 the name of the person if it appears with other personal information relating to the person or if the disclosure of the name itself would reveal information about the person;

2.3 "POPI Act" means the Protection of Personal Information Act 4 of 2013, as amended from time to time;

2.4 "Processing" means any operation or activity, or any set of operations, whether or not by automatic means, concerning personal information, including:

2.4.1 the collection, receipt, recording, organisation, collation, storage, updating or modification, retrieval, alteration, consultation or use;

2.4.2 dissemination by means of transmission, distribution or making available in any other form; or

2.4.3 merging, linking, as well as restriction, degradation, erasure, or destruction of information.

2.5 "PAIA" means the Promotion of Access to Information Act, No. 2 of 2000.

### **3) THE PERSONAL INFORMATION WE MAY COLLECT**

To execute a successful hire contract, we may collect and process the following personal information about you:

3.1 Your name and contact information, including your email address, telephone number, physical address, postal address and other location information, and your unit and exclusive use area numbers;

3.2 Your date of birth, age, gender, race, nationality, title and language preferences;

3.3 Your identity number, passport number and photograph;

3.4 Your vehicle registration number, vehicle licence and driving licence;

3.5 Your biometric information, including but not limited to, if applicable, that information obtained from your fingerprints, hands, facial recognition and/or retinal scanning;

3.6 Your verified banking details;

- 3.7 Your employment details;
- 3.8 Correspondence from you of a private or confidential nature;
- 3.9 The personal information listed in your municipal account.
- 3.10 Such other personal information as is reasonably required by us to engage with you and/or provide services to you.

#### **4. HOW YOUR PERSONAL INFORMATION IS COLLECTED**

Signatory to a Hire-It Customer Tax Invoice (the "Customer") shall be deemed to be the authorised Representative acknowledging and consenting to Hire-It being able to collect, hold, organize, store, process, use and administer the personal information of the Customer for the purpose of enforcing the Agreement or purported Agreement, including standard Terms and Conditions as if signed by the Customer.

If a signatory furnishes personal information on behalf of a 3rd party, the signatory agrees to consent to our terms on behalf of the 3rd party and indemnify us against any claims from such 3rd party.

All the information ("personal information") supplied by Customers voluntarily or mandatory will be recorded and processed regardless of form or medium in which the information was supplied. Hire-It has a strong commitment to providing excellent service to all of our customers, including respecting concerns regarding privacy. Hire-It will explicitly request information which personally identifies you or allows us to contact you. If you are under 18 years of age (minor), we will require the consent of your parent/guardian/competent person before we process your personal information, unless it is in the public interest that we do so.

We will process the following information: ID's, CV's, Bank Details, Fax Numbers, E-mail addresses, Invoices, client information Sheets, Sale Agreements, Telephone Numbers, Postal Addresses, Employers Contracts, Suppliers Agreements, Mobile phone numbers, Physical addresses, personal information from children.

Generally personal information is requested when requesting a particular service. You agree to provide accurate and current information, and not to impersonate or misrepresent any person or entity or falsely state or otherwise misrepresent your affiliation with anyone or anything.

If you use our website: You are aware that information and data is automatically collected through our website are the standard operation of the Internet servers and through the use of "cookies." "Cookies" are small text files a website can use to recognize repeat users, facilitate the user's ongoing access to and use of the website and allow a website to track usage behavior and compile aggregate data that will allow content improvements and targeted advertising. Cookies are not programs that come onto your system and damage files. Generally, cookies work by assigning a unique number to you that has no meaning outside the assigning site. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to deny or accept the cookie feature; however, you should note that cookies may

be necessary to provide you with certain features (e.g., customized delivery of information) available on our Websites.

## 5. HOW AND WHY, WE PROCESS YOUR PERSONAL INFORMATION

5.1 The personal information we may collect and why and how we use it depends on our relationship with you and whether you are an existing account or cash client or a new client.

5.2 The POPI Act requires that personal information “is collected for a specific, explicitly defined and lawful purpose related to a function or activity of the responsible party.”

5.3 Further, the POPI Act provides that personal information may only be processed if:

5.3.1 the Data Subject, or a competent person where the Data Subject is a child, consents to the processing;

5.3.2 processing is necessary to carry out actions for the conclusion or performance of a contract to which the Data Subject is party;

5.3.3 processing complies with an obligation imposed by law on the responsible party;

5.3.4 processing protects a legitimate interest of the Data Subject;

5.3.5 processing is necessary for the proper performance of a public law duty by a public body; or

5.3.6 processing is necessary for pursuing the legitimate interests of the responsible party or of a third party to whom the information is supplied.

5.4 Clause 13 sets out a list of the types of information we collect and explains why we collect and use it.

5.5 We may collect other personal information from time to time where you provide it to us, as is necessary for our business requirements, or in order to comply with applicable laws, regulations or rules.

5.6 Where it is lawful and practicable for us to allow it, you have the right not to identify yourself when dealing with us. However, if you don't provide us with your personal information, it may impact our ability to engage with you and/or provide services to you.

We also want to make sure you understand how and for what purpose we process your information. We collect, hold, disclose your personal information mainly to provide you with access to the services and products that we provide. We will only process your information for a purpose you would reasonably expect, including:

Providing you with advice, products or services that suit your needs as requested.

To verify your identity and to conduct credit reference searches.

To issue, administer and manage your orders.

To process information required for delivery and collection of hired equipment.

To notify you of new products and developments that might be of interest to you.

To confirm, verify and update your details.

To receive payment from you for goods supplied or services rendered.

Customers should note the following fact when supplying personal information to Hire- It or its authorized agent during the course of the relationship between the parties:

- a) All the information supplied by the Customer will be recorded and processed regardless of form or medium in which the information was supplied.
- b) The responsible party's name and address is Hire-It and communication should in the first instance be addressed to: Hire-It Information Officer, 255 Imam Haron Road, Claremont. 7740
- c) Personal Information is collected for the purpose of billing customers and subsequent recovery of amounts owing to Hire-It.
- d) The Personal Information supplied is voluntary and if applicable authorized or required by the following Acts:  
Protection of Personal Information Act
- e) The following consequences will apply if the Customer fails to provide accurate Personal Information or fails to settle amounts due and payable to Hire-It:
  - 1. Hire-It will use alternate means to secure information regarding the Customers whereabouts and contact detail,
  - 2. Such information as is obtained at item 1, together with information previously supplied by Customers, will be forwarded to our Attorneys or Debt Collecting Agent.

## **6. WHO WE SHARE YOUR PERSONAL INFORMATION WITH**

6.1 Depending on the circumstances, we may disclose your personal information to the following categories of persons:

- 6.1.1 Auditors, insurers, brokers, legal and other professional advisers and consultants or other third parties who help us deliver our services, including the Trustees, employees and contractors employed by us.
- 6.1.2 Information Technology and other service providers who help us with technical expertise or otherwise manage or store the personal information;
- 6.1.3 Government and law enforcement authorities;
- 6.1.4 Financial institutions;
- 6.1.5 Other third parties where disclosure is required by law or otherwise required for us to perform our obligations and provide our services; and
- 6.1.6 To any other person with your consent to such disclosure.

6.2 We take reasonable steps to protect the confidentiality and security of your personal information when it is disclosed to a third party and seek to ensure the third-party deals with your information in accordance with our instructions, applicable privacy laws, and only for the purpose for which it is disclosed. Data processing agreements, addendums or clauses are concluded or agreed to with all third-party operators.

6.3 Hire-It shall be entitled to disclose personal information if required to do so (a) to comply with applicable law or with legal process served on Hire-It; (b) to protect and defend the rights or property of Hire-It, and (c) for the purposes of distributing same to various employees and/or third parties who assist Hire-It in providing services to you and thus need to know your personal information in order to render a proper and efficient service to you. We will ensure that all such employees and/or third-party service providers having access to your personal information are bound by appropriate and legally binding confidentiality and non-use obligations in relation to your personal information.

6.4 WHILST HIRE-IT IS OF INTENT TO TAKE REASONABLE MEASURES TO KEEP PERSONAL INFORMATION ABOUT YOU CONFIDENTIAL, IT SHALL HOWEVER NOT BE LIABLE FOR ANY LOSS OR DAMAGE, SUFFERED AS A RESULT OF THE DISCLOSURE OF SUCH INFORMATION BEYOND THE REASONABLE CONTROL OF HIRE IT.

Hire-It will:

- treat your personal information as strictly confidential;
- take appropriate technical and organizational measures to ensure that your personal information is kept secure and is protected against unauthorized or unlawful processing, accidental loss, destruction or damage, alteration, disclosure or access;
- promptly notify you if we become aware of any unauthorized use, disclosure or processing of your personal information;
- provide you with reasonable evidence of our compliance with our obligations under this policy on reasonable request; and
- upon your request, promptly return, destroy, rectify any and all of your personal information in our possession or control.

## **7. DATA SECURITY**

7.1 We may hold your personal information in electronic or in hard copy form. We may keep this information at our own premises, or at sites managed by our service providers.

7.2 We are committed to keeping your personal information safe.

7.3 We use a range of physical, electronic, and procedural safeguards to do this. We update these safeguards from time to time in order to address new and emerging security threats. We also train our people on privacy matters as appropriate and seek to limit access to personal information to those of our people who need to know that information.

7.4 We implement appropriate security measures to protect your personal information that is in our possession against accidental or unlawful destruction, loss, alteration, unauthorised disclosure, unauthorised access, in accordance with applicable law.

7.5 Where there are reasonable grounds to believe that your personal information that is in our possession has been accessed or acquired by any unauthorised person, we will notify the information regulator and you, unless a public body responsible for detection, prevention or investigation of offences, or the information regulator, informs us that notifying you will impede a criminal investigation.

## **8. HOW LONG YOUR PERSONAL INFORMATION WILL BE KEPT**

8.1 We retain personal information we collect from you where we have an ongoing legitimate business needs to do so (for example, to provide you with a service) or to comply with applicable legal, tax or accounting requirements.

8.2 We shall only retain and store your personal information for the period for which the information is required to serve the purpose for its collection, or a legitimate interest or the period required to comply with applicable legal or industry



requirements, whichever is longer. We will not retain your personal information longer than the period for which it was originally needed, unless we are required by law to do so, for historical, statistical, research purposes or you consent to us retaining such information for a longer period.

## **9. INTERNATIONAL TRANSFER OF PERSONAL INFORMATION**

9.1 In some cases, the third parties to whom we may disclose your personal information may be located outside your country of residence (for example, in a cloud service, system or server), and may be subject to different privacy regimes.

9.2 When we disclose personal information overseas, we will take appropriate safeguards to protect your personal information to ensure that the recipient will handle the information in a manner consistent with this notice and the level of protection provided for in the POPI Act.

## **10. YOUR RIGHTS**

10.1 You have the right to:

10.1.1 Ask what personal information we hold about you;

10.1.2 Request access to the personal information that we hold about you;

10.1.3 Ask us to update, correct or delete any out-of-date or incorrect personal information we hold about you;

10.1.4 Unsubscribe from any direct marketing communications we may send you;  
or

10.1.5 Object to the processing of your personal information.

10.2 If you wish to exercise any of these rights or should you have any queries regarding the personal information that we hold about you, you can contact us at the details provided below.

10.3 To protect the integrity and security of the information we hold, we may ask that you follow a defined access procedure, which may include steps to verify your identity.

10.4 If you want us to delete all personal information we have about you, we may need to terminate the agreements we have with you. We can refuse to delete your information if we are required by law to retain it, or if we need it to protect our rights or legitimate interests.

10.5 You have the right at any time to rectify the Personal Information collected, object to the processing of Personal Information (subject to legislation) and to lodge a complaint at the Information Regulator.

The Customer acknowledges that it has the right to request a list of the names and addresses of potential recipients of the Information and to review and correct the Information. The Customer acknowledges that the collection, processing and transfer of the information is important to enforce the contractual relationship with Hire-It and that failure to consent to the same may result in the cancellation of hire facilities.

## **11. HOW TO CONTACT US**

11.1 If you have a question, concern, or complaint regarding the way in which we handle your personal information, or if you believe that we have failed to comply

with this notice or breached any applicable laws in relation to the management of that information, you can make a complaint.

11.2 Any query, concern or complaint should be made in writing to the relevant information officer appointed at each branch.

11.3 If for any reason you think that your information is not being processed in a correct manner, or that your information is being used for a purpose other than that for what it was originally intended, you can contact the Information Officer stated above. You can request access to the information we hold about you at any time and if you think we have outdated information, please request us to update or correct it.

11.4 All business undertaken, or advice, information or service provided by Hire-It, is subject to our Standard Terms and Conditions, a copy of which can be obtained from our office on request.

## 12. CHANGES TO THIS PRIVACY NOTICE

12.1 This notice was published on 30 June 2021 and last updated on 30 June 2021.

12.2 We may change this privacy notice from time to time. When we do, we will inform you via email or mail.

## 13. TYPES OF INFORMATION WE COLLECT AND WHY WE USE IT

The table below sets out a list of the types of information we collect and why we use it.

Information Type	Reasons why we may use this information
Identification information: such as your name, photograph, passport, national identification, biometric information, gender, date of birth, vehicle registration number, vehicle license and driving license, information regarding your employer.	To verify your identity to, inter alia, enable you to enter the into a hire contract with Hire-It, to provide services to you, undertake adequate security and monitoring measures, comply with legal and contractual obligations, and otherwise for the legitimate interests of Hire-It or those of a third party.
Contact information: such as, email address, telephone number, physical address, unit and/or exclusive use area number. / Contact and payment information and other information of suppliers / contractors / service providers: such as, name, email, telephone number, address, payment and bank details	To contact you with information relevant to you as a supplier, to keep you informed about the activities and updates , to respond to any queries and requests, to manage and resolve any complaints or issues, to carry out planning and forecasting activities, to comply with legal and contractual obligations, and otherwise for the legitimate interests of Hire-It or those of a third party.

#### **14. INFORMATION REGULATOR**

You have the right to lodge a complaint at the Information Regulator whose contact details are as follows:

Physical address: JD House, 27 Stiemens Street, Braamfontein, Johannesburg, 2001

Postal Address: P.O Box 31533, Braamfontein, Johannesburg, 2017

Complaints e-mail: [complaints.IR@justice.gov.za](mailto:complaints.IR@justice.gov.za)

General enquiries email: [infoereg@justice.gov.za](mailto:infoereg@justice.gov.za).