

# 1. Paed-IQ Privacy Policy

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# Paed-IQ Privacy Policy

Last Updated: 3 April 2020

We understand how important the privacy of personal information is to our users as you engage with the Paed-IQ mobile application and/or related website, collectively referred to as the “Service”. The Service is provided to you by *Paed-IQ* (Paed-IQ), with its principal offices in Cape Town, South Africa. This Privacy Policy will tell you what information Paed-IQ collects about you and about your use of the Service. It will explain the choices you have about how your personal information is used and how Paed-IQ protects that information. Please read this Privacy Policy carefully.

References to “Paed-IQ”, “we”, “us” or “our” mean *Paed-IQ*, including any company that Paed-IQ controls (for example, a subsidiary that Paed-IQ owns). Paed-IQ may share information among its subsidiaries or websites that it owns or controls, but information collected under this Privacy Policy is always protected under the terms of this Privacy Policy. Except as otherwise noted in this Privacy Policy, Paed-IQ is the data controller responsible for the processing of your personal information as described in this Privacy Policy.

By clicking “I Accept” or by using the Service, you acknowledge that you have read, understood, and agree to be bound by the following Privacy Policy, and the Terms of Use (available at <http://paediq.com> and incorporated herein by reference), together, the “Terms”. If you are not eligible or do not agree to any of the Terms or the Terms of Use, then you may not use the Service.

Paed-IQ may revise and update the Terms at any time. Your continued usage of the Service will mean you accept these changes.

## 2. Information collected about you

When you use the Service, you consent to the collection, storage, use, disclosure and other uses of your personal information as described in this Privacy Policy.

Processing any information which may potentially allow your identification with reasonable means; hereinafter “Personal Information”, is necessary for the performance of Paed-IQ contractual obligations towards you and providing you with the Service, to protect Paed-IQ legitimate interests, and to ensure compliance with legal and financial regulatory obligations.

Even if you do not register with or provide any personal information to Paed-IQ, we collect information about your use of the Service. Paed-IQ may also acquire information about our users from external, third-party sources. You are responsible for ensuring the accuracy of the Personal Information that you submit to Paed-IQ.

When you use the Services, Paed-IQ collects information as follows:

### a. Registration

While you may use certain functions within the Services without registering, certain functionality requires that you register with the Service for them to function properly. If you choose to register or update an existing account with Paed-IQ or access certain Services, you may be required to provide certain personal information, such as your name, telephone

number, gender, email address and date of birth, and a username and password to access your Service account.

#### **b. Third-Party Registration**

When you sign-up to the Service via a third-party account (Google, Facebook or other), Paed-IQ will have access to basic information made publicly available through your third-party account, such as your name, home address, email address, birthdate, profile picture, friends list, personal description, as well as any other information you made publicly available on such account, or agreed to share with Paed-IQ.

#### **c. Customer Service**

Whenever you submit information via the Paed-IQ customer service including, but not limited to, by telephone or email, Paed-IQ may collect Personal Information you provide, in order to provide you with the Service.

You may choose whether to provide Paed-IQ with any Personal Information. If you do not provide this information you may not be able to create a Service account and your use of the Service may be limited.

Paed-IQ will only collect information using cookies, web beacons, device data, and navigational data collection, as well as any voluntary information you provide us. While Paed-IQ cannot directly identify you through such data, in some jurisdictions, this information is still subject to applicable data protection laws and requires your consent.

#### **d. Device Information**

When you access and use the Service, Paed-IQ automatically collects and stores in its server logs information from your browser or mobile device such as your IP address or unique device identifier, browser information (including referring URL), your preferences and settings, cookies and information about the content you have viewed and actions taken (e.g., search queries, educational and/or jobs content engagement, clicks and the associated dates and times). Paed-IQ may also collect device-specific information when you install and use the Service, including your device model, operating system information, advertising ID (which is a unique, user-resettable identification number for advertising associated with a mobile device), Service version and usage information. When enabled by you, Paed-IQ collects precise location information provided by your mobile device, which you may disable through the Service or device settings.

#### **e. Cookies or Other Tracking Technologies**

Paed-IQ use cookies to collect information about your use of the Service. "Cookies" are small data files assigned to your browser when you visit the Service, and enable us to recognise your browser, and collect and store information about your use of the Service, as described above.

In addition to cookies, Paed-IQ use other tracking technologies, including but not limited to, mobile identifiers and "web beacons" which are small graphic files (sometimes called "clear GIFs" or "web pixels") embedded in a web page or email typically used to monitor activity and send relevant information back to a home server (which can belong to the host site, a network advertiser or some other third party). The information collected by such tracking technologies may be combined with other information that Paed-IQ has access to, including your name, email address and physical address, so that we can personalise your use of the Service.

Our advertising service partners may use cookies and other tracking technologies to collect information about your use of the Service. These third parties may use this information to help Paed-IQ deliver advertising on the Service based on your use of the Service. Paed-IQ

may further personalise the educational information or advertising on the Service based on additional information to the extent known by Paed-IQ.

When you download or install the Service onto your mobile device Paed-IQ assign a random number to your Service installation. This number cannot be used to identify you personally, and Paed-IQ cannot identify you personally unless you choose to become a registered user of the Service. Paed-IQ use this random number in a manner similar to the use of cookies as described in this Privacy Policy. Unlike cookies, the random number is assigned to your installation of the Service itself. The random number cannot be removed through settings. If you do not want us to use the random number for the purposes for which we use cookies, please do not download the Service onto your mobile phone.

#### f. Google Analytics

Paed-IQ uses Google Analytics to collect information about the use of the Service. Google Analytics collects information such as how often users visit the Service, what pages they visit when they do so, and what other sites they used prior to coming to the Service. Google Analytics collects only the IP address assigned to you on the date you use the Service, as well as information regarding your operating system, language and information regarding your use of the Service. Google Analytics does not collect personally identifiable information or Health Information. Paed-IQ uses the information from Google Analytics only to improve the Service. Google's ability to use and share information collected by Google Analytics about your use of the Service is restricted by the Google Analytics Terms of Use located [here](#) and the Google Privacy Policy located [here](#).

### **3. How does Paed-IQ use the information collected?**

#### a. Provision of the Service

Paed-IQ uses the information you provide to:

- to provide and improve the Service, and create new Services,
- to respond to your inquiries and to send you administrative communications about the Service or changes to this Privacy Policy or any other relevant agreements,
- to receive your feedback about the Service,
- to send you secure electronic messages and personalized emails related to your interests as inferred from your use of the Service,
- to statistically analyse trends, user behaviour and activity, so that the Service can be personalised to your use,
- to detect and defend against fraud and other threats to the Service and our users,
- to diagnose problems with the Service,
- to conduct research and measurement activities, including those described below, and
- to administer your account.

#### b. Marketing purposes

Paed-IQ may use your Personal Information to communicate with you. We may also send you promotional material concerning the Service or our partners' services (which we believe may interest you), including but not limited to, by building an automated profile based on your Personal Information, for marketing purposes.

### c. Research and Measurement Activities

Paed-IQ is constantly trying to improve the Service offered to you, the user. From time to time, Paed-IQ may conduct surveys or test features, and analyse the information to further understand, develop or improve existing or new Service features.

### d. Protecting our interests

Paed-IQ may use your Personal Information to enforce our policies or, where necessary, to protect against liabilities, investigate and defend ourselves against any third-party claims or allegations, investigate and protect ourselves from fraud, protect the security or integrity of our Service and/or protect the rights and property of the Service, its users and/or partners.

### e. Compliance with Law, Regulation and Law enforcement requests

Paed-IQ may use your Personal Information as required by law, regulation or other governmental authority, or to comply with a subpoena or similar legal process.

## 4. How Paed-IQ protects your Personal Information

The security of your Personal Information is important to us and we make every effort to secure and protect your Personal Information. Despite best efforts, there is always some risk that an unauthorized third-party may find a way around our security systems.

When you enter Personal Information, Paed-IQ encrypts the transmission of that Personal Information or use SSL connections (Secure Socket Layer) technology. Paed-IQ retains your Personal Information for as long as your account is active or as needed to provide you with the Service. You can at any time deactivate your Service account, remove your Personal Information, or instruct Paed-IQ to remove it, but you should be aware that it is not technically possible to remove each and every record of the Personal Information you have provided to Paed-IQ. See “Your Choices and Rights” below for more information on how you can update or remove your Personal Information. Paed-IQ is also obliged to retain your Personal Information as necessary to comply with legal obligations, resolve disputes and/or enforce agreements.

## 5. Your Choices and Rights

You can, at any time, choose not to share this Personal Information for marketing purposes, or “opt-out” of marketing services at any time via the “opt-out” mechanism in the Settings of the Service. Please note that even if you opt-out, we may still use and share your personal information with third parties for non-marketing purposes (for example to fulfil your requests, communicate with you, respond to your inquiries or inform you of updates to this Privacy Policy or other relevant documents). In such cases, the companies with whom we share your Personal Information are authorized to use your Personal Information only as necessary to provide these non-marketing related services.

If you do not want your Personal Information used by Paed-IQ as provided for in this Privacy Policy, then you should not use the Service. You can correct, update or review Personal Information you have previously submitted by visiting the Service settings and making the desired change. You can, at any time, update any Personal Information you have submitted by contacting [info@paediq.com](mailto:info@paediq.com).

If you have created a Service account and wish to delete any of your registration information you can opt to “delete my account” in the Service settings or contact [info@paediq.com](mailto:info@paediq.com) and

request that your Service account be deleted. Upon your request, Paed-IQ will delete your registration information from our active databases and where feasible from our back-up media. You should be aware that it is not technologically possible to remove every record of the information you have provided using the Service.

You may also, where appropriate, choose to “opt-out” or “unsubscribe” to receiving email newsletters. You can unsubscribe from an email newsletter by:

- Following the directions included at the bottom of the newsletter and using the “Unsubscribe” link found in the emails.
- Logging in to the Service and unchecking the newsletters you no longer wish to receive under the “My Profile” section.

All promotional emails that Paed-IQ sends with opportunities from Paed-IQ or with offers or informational materials from Paed-IQ on behalf of advertising partners will contain an opportunity to unsubscribe from getting additional emails of that type in the future from Paed-IQ unless you re-subscribe.

You can configure your web browser to approve, reject or remove cookies by following the directions provided in your Internet browser’s “help” section.

[Google Chrome](#)

[Firefox](#)

[Safari](#)

[Opera](#)

[Internet Explorer](#)

You may also delete any existing cookies at any time. If you delete or disable cookies from the Service, certain functions of the Service will be impacted and may not work properly.

## **6. Who does Paed-IQ share my data with?**

### **a. Research partners**

Paed-IQ may share your Personal Information with qualified third parties, such as research institutes and education providers. These third parties may associate your Personal Information with additional information they have, for research purposes and for improvement of the Service.

### **b. Third-party Providers**

Paed-IQ may from time to time ask your permission to share your Personal Information with a content partner wanting to communicate with you directly. If you consent to Paed-IQ sharing your Personal Information with these content partners, please note that the information provided will be subject to that company’s own privacy practices and will not be within Paed-IQ control.

Paed-IQ may also provide you with personalized third-party content or services that may interest you. Paed-IQ provides this third-party content and/or links to third-party services for information purposes only. Paed-IQ is not liable for the actual content of these third-party services.

### c. Service providers

As is reasonably necessary, Paed-IQ may share your Personal Information with Paed-IQ contractors or consultants, including vendors and/or suppliers that provide Paed-IQ with design, development, data analysis, maintenance or other services. All service providers are bound by an obligation of confidentiality.

### d. Reward partners

Paed-IQ may enable “rewards” through unique partnerships with a variety of product and/or retail stores. You may choose to share your Personal Information with these partners in order to enable the digital coupon, voucher, discount offering. If you choose to share your Personal Information in this manner, please note that such information may be disclosed to the coupon companies and/or pharmacies and will be subject to their privacy policies.

Please take extreme caution when you share your Personal Information by means of social media sites, or when you participate in a forum on the Service. Any such sharing of information disclosed by you in such way is solely your responsibility.

### e. Law authorities

In order to respond adequately to legal requests or to comply to a requirement imposed by law, judgement, decree or court order, and in order to protect and defend Paed-IQ rights and property or the Service or its users, Paed-IQ may be required to share your Personal Information with such law enforcement authorities, courts and tribunals, including, but not limited to, legal advisors and consultants.

### f. Merger, acquisition or sale

Paed-IQ may transfer our databases, containing your Personal Information, in connection with the transfer or sale of all (or substantially all) of Paed-IQ assets, or in the event of a merger, consolidation or similar transaction.

## **7. Use of aggregated data**

Aggregate data is information that Paed-IQ may collect, combine or receive from third-party services. Aggregated data will not contain any information that could be used to identify or contact you as an individual. Paed-IQ may use this aggregate data without restriction, on commercial terms and at our sole discretion, for purposes such as: Service improvements, new service development, research related to behaviour, education and jobs, content marketing, marketing strategies, or for negotiating commercial contracts in order to provide our users with the Service.

## **8. International transfers**

Please note that some of the Paed-IQ service providers may be located outside the European Economic Area (the “EEA”). In such cases Paed-IQ will only transfer your data to such countries as approved by the European Commission, as providing adequate level of data protection, or enter into legal agreements ensuring an adequate level of data protection.

## **9. EEA resident’s rights**

If you are a resident of the European Economic Area, you have the following data protection rights:

At any time, you can stop the collection of your information by deleting your Service account or refraining from using the Service.

You may request to:

- i. Receive confirmation as to whether Personal Information concerning you is being processed, and access your stored Personal Information, together with supplementary information.
- ii. Receive a copy of Personal Information you directly volunteer to Paed-IQ in a structured, commonly used and machine-readable format.
- iii. Request rectification of your Personal Information that is in Paed-IQ control.
- iv. Request deletion of your Personal Information.
- v. Object to the processing of Personal Information by Paed-IQ.
- vi. Request to restrict processing of your Personal Information by Paed-IQ.
- vii. Lodge a complaint with a supervisory authority.

However, please note that these rights are not absolute, and may be subject to our own legitimate interests and regulatory requirements.

If you wish to exercise any of the above rights, or ask us a question please contact us:

Attention: Legal Counsel, Paed-IQ.

Unit A2, N1 City Mews, 5 Manus Gerber Street, Goodwood, Cape Town, 7460, South Africa

[info@paediq.com](mailto:info@paediq.com)

## **10. Retention**

Paed-IQ will retain your Personal Information for as long as necessary to provide the Service or to comply with any legal obligation, dispute resolution and/or the enforcement of Paed-IQ policies. The retention period will be determined by considering the type of information that is collected and the purpose for which it is collected, bearing in mind the legal requirements to destroy outdated, unused information at the earliest reasonable time.

## **11. How we protect your information**

Paed-IQ have implemented administrative, technical, and physical safeguards to help prevent unauthorized access, use or disclosure of your Personal Information. Your information is stored on secure servers and is not in any way, or at any time, publicly available. Paed-IQ limit access of your information to those employees, contractors, consultants or partners that need to know the information in order to optimise the Service for you.

You are solely responsible for keeping your Service account details (username, password) confidential, and for all use of your password and your account, including any unauthorized use.

While Paed-IQ takes every precaution to protect your information and to ensure that it is kept confidential, we cannot absolutely guarantee its security. You should be aware that there is always some risk involved in transmitting information over the internet. While Paed-IQ strives

to protect your Personal Information, we cannot ensure or warrant the security and privacy of your Personal Information or other content you transmit using the Service, and you do so at your own risk.

## **12. Children**

Paed-IQ is committed to protecting the privacy of children. You should be aware that the Service is not intended or designed to attract children under the age of 13. Paed-IQ does not collect personally identifiable information from any person we know is a child under the age of 13. If you discover that your child has been using the Service without your consent, or that someone has been using the Service for or on behalf of your child without your consent, please contact us using the information below under "How to Contact Paed-IQ". Paed-IQ will take reasonable steps to delete the child's information from the Paed-IQ databases. Paed-IQ reserves the right to check its user base from time to time and remove users who Paed-IQ has grounds to believe are in fact in this age group. This includes, without limitation, restricting, deleting or reporting those user accounts, as Paed-IQ may deem appropriate.

## **13. How to contact Paed-IQ**

If you have any questions, comments, requests, or concerns related to this Privacy Policy or the privacy practices for the Service, please contact Paed-IQ at:

Paed-IQ

Attention: Paed-IQ Directors

Unit A2, N1 City Mews, 5 Manus Gerber Street, Goodwood, Cape Town, 7460, South Africa

[info@paediq.com](mailto:info@paediq.com)