



## **AFRICAN DIGITAL WORLD PRIVACY NOTICE**

### **Version 1.0 – March 2013**

The African Digital World team is committed to protecting your personal information when you are using our services. This Privacy Notice relates to our specific use of any personal information you provide to us through <https://www.AfricanDigitalWorld.com> ("the Website"). The management of this site and associated services is used by Vision Critical Research Solutions (UK) Limited and Nudge Now (Pty) Ltd who act as the data processor and are authorised to contact you and process your data. Vision Critical and Nudge Now (Pty) Ltd will only use the information collected strictly for these purposes.

### **What Information will we collect?**

We collect certain information that personally identifies you ("personal information") when you:

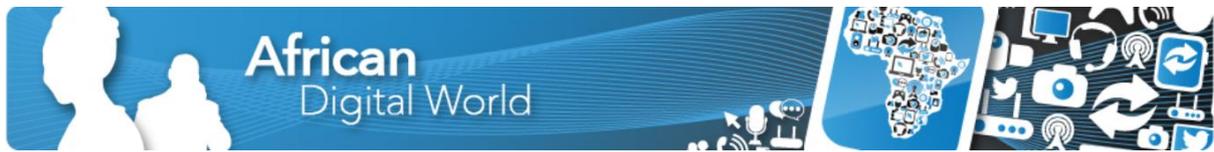
- (a) register as a panel member to the Website to receive software, data, services or products
- (b) submit responses to questions posed by us, or
- (c) submit a specific enquiry to us in respect of which you would like us to answer you.

Depending on the circumstances for collection, personal information that we collect is usually any or all of the following: your name, title, age, birth date, country, occupation, e-mail addresses, mobile number and your opinions which you express to us during the course of the relevant panel. We may also collect other personal information from you when needed to provide data, software, a product, service or other information that you requested. We will not normally collect any sensitive personal data and in any event will request your explicit consent if we do so.

### **Why do we collect this information?**

We will use your personal information for a number of purposes including the following:

- for "service administration purposes", which means that we may contact you for reasons related to the service you have signed up for, (e.g. to provide you with password reminders or to notify you that a particular service has been suspended for maintenance);
- to contact you about a submission you have made to the African Digital World panel ("Panel"), Website, including any content you provide
- to analyse and improve the services offered on the Website.



### **How long will information be held for?**

In relation to our website services, we will hold your personal information on our systems for as long as is necessary to deal with your query, after which time your details will be deleted. Where you register to be a member of the African Digital World Panel we will hold your data for the duration of the panel and for one year after the panel terminates. If you do not wish to receive further messages from the African Digital World Panel simply notify us at [support@AfricanDigitalWorld.com](mailto:support@AfricanDigitalWorld.com). You can also unsubscribe by clicking on the Unsubscribe link in any mailers, or if communicated via SMS reply with the word STOP to unsubscribe.

The idea of a panel is to have a group of contributors to whom we can go back to time and time again with different qualitative and quantitative research. As such, if you decide to become a panel member we hope you will have a long-term relationship with African Digital World and our intention is to have a successful panel that would operate for at least a few years. This means that we may hold your data for a period of several years. You do of course have the right to stop being a panel member at any time.

Once an account is deleted a red flag goes on the database and your personal details are suppressed so that they cannot be used. A year after the panel ends the data is fully purged and deleted from the system.

### **General**

By submitting personal information to us and using this service, you consent to our use of your personal information in the manner set out in this Privacy Notice. If you have any questions, comments or suggestions about our use of your personal data please contact us at [support@AfricanDigitalWorld.com](mailto:support@AfricanDigitalWorld.com).