

Privacy Statement - Retail

Information covered by this Statement

This Privacy Statement applies to the use and processing of Personal Information collected and used by Ridgeways Mall. Information concerning Ridgeways Mall can be found [here](#).

The phrase 'Ridgeways Mall', 'our', 'us' or 'we', shall, when used herein, mean Ridgeways Mall. By using Ridgeways Mall's website and/or mobile applications or otherwise providing your Personal Information to Ridgeways Mall, you agree to the collection, use and sharing of your information in accordance with this Privacy Statement. Please read this Privacy Statement carefully and [contact us](#) if you have any questions.

Personal information is information, or any combination of separate pieces of information, that could be used to identify you.

Information collected by Ridgeways Mall

We may collect information about you from a variety of sources, including directly from you; when you visit our website, view our online content or use our mobile applications or other services; and from other sources.

Information we collect directly from you

We collect information directly from you when you choose to participate in our offers and programmes, create an account or subscribe on our website or in our mobile applications, call or email us, or otherwise provide information directly to us. The following are examples of information we may collect directly from you:

- Name
- Email address
- Postal address
- Username and password
- Telephone number
- Date of birth
- Demographic information
- Payment information
- Future communication preferences

Information we collect when you visit our sites, view our online ads or promotions, or use our mobile applications or other services

We use cookies and other technologies to collect information when you visit our sites, view our online advertisements or promotions, or use our mobile applications or other services. The following are examples of information we may collect with these technologies:

- Information about your device browser and operating system
- IP address
- Web pages you view
- Links you click
- Ridgeways Mall's emails you open

Information collected through mobile applications

When you download our mobile applications to your mobile device, we may also collect information that you provide. We may also automatically collect information through our applications.

The following are examples of the types of information we may automatically collect through our applications:

- Marketing ID or similar identifier
- Information about your devices' operating system
- Information about the way you use the application

Your choices about information collection through mobile applications

You can opt out of continued information collection by our mobile application by deleting the application from your device.

Precise Location Data

Our mobile applications may collect precise location information from your device if you consent to the collection of this information. We may use third-party service providers to provide location services using the location data you provide. You may opt out at any time to the continued collection of this information by adjusting the settings on your device.

Information Ridgeways Mall may collect from other sources

We may obtain information about you from other sources, including publicly available sources such as the Companies Registry, post offices, social media platforms, etc. Examples of information we may collect from other sources are:

- Name
- Postal address
- Email address
- Date of birth
- Income level
- Publicly observed activities or information made available by you to the public, such as blogs, videos, internet postings, and user-generated content.

How Ridgeways Mall uses this information

We use the information we collect to provide you products, offers and services, to deliver to you advertisements, offers or other content tailored to your interests. The following are examples of how we may use the information we collect:

- Answer your questions or respond to your requests
- Develop new products and services
- Enrol you in contests, programmes, or offers that you request
- Create and manage your account
- Process payment for purchases or other services
- Protect against or identify possible fraudulent transactions
- Send you email and/or postal messages with information about Ridgeways Mall and brands in the mall, and other content we think may be of interest to you
- Telephone you about Ridgeways Mall's brands and other content we think may be of interest to you
- Develop and provide marketing content tailored to your interests, including interest-based marketing
- Personalise your experience on our website by presenting products and information tailored to you
- Allow you to participate in social sharing on our website
- Analyse the use of, and develop, our products, services and marketing. Enforce our Terms and Conditions and otherwise manage our business

Ridgeways Mall will only process your information in pursuance of our legitimate interest. If we receive any requests related to, for example, a product or service, a call-back, or specific marketing materials; we will use your personal information to fulfil your request. Where we need to manage your account and protect you against or identify possible fraudulent transactions, we will do so in accordance with our legal obligation placed on us under law. We will seek consent from you if we need to process your data solely for identified purposes. To ensure meaningful consent is obtained from you, Ridgeways Mall will provide you with reasonable notice ensuring that your consent is provided on an informed basis.

Information sharing

The success of our business depends on your trust, and we do not sell your personal information to third-party marketers. We share your personal information within Ridgeways Mall and as described in this statement.

Third-party service providers

We engage third-party service providers to perform a variety of business operations on our behalf. In so doing, we may share your Personal Information with them. We provide our service providers with only the Personal Information they need in order to perform the services we request, and we contractually require that they protect this information appropriately and not use it for any other purpose.

For example, we may rely on a third-party service provider to:

- Fulfil your service requests and answer your questions
- Host our websites and deliver our email or other communications
- Contact contest winners, manage payments or take other actions on our behalf
- Analyse our data, sometimes combined with data from other sources, to send you communications
- Conduct research and analyse data to improve our products, services and sites
- Perform other services that we request

Where permitted by law, we combine Personal Information about you that Ridgeways Mall has collected with Personal Information about you that a business partner has collected so we can jointly send tailored promotional communications to you. In such instances, our business partner will not be permitted to use Ridgeways Mall's data or the combined data for its own, independent marketing purposes. Our service provider will only be allowed to use the combined set of information to send you joint communications that we hope will be of interest to you. If you prefer not to receive these joint communications, you can always opt out by following the instructions provided in any such communication.

Other situations

We may transfer or otherwise process your personal information:

- As part of the sale of a Ridgeways Mall brand to another company
- To protect, defend or exercise the rights and property of Ridgeways Mall (including enforcing our Terms and Conditions)
- When required by law and/or government authorities, among other instances

Aggregated and non-personal information.

We share aggregated and/or anonymous information that does not identify you for Ridgeways Mall's business purposes. For example, we may disclose the number of visitors to Ridgeways Mall websites or services. We may also share aggregated and/or anonymous information with our business partners for their own business purposes.

Your communication options

We give you choices about how we communicate with you.

Email Communications

You can stop receiving promotional email messages from Ridgeways Mall by following the opt-out/unsubscribe instructions provided in any such message you receive.

Postal Mail

You can stop receiving promotional postal mail from Ridgeways Mall by following the opt-out instructions that may be included within those communications.

Mobile Text Messages

We only send you promotional mobile text messages if you explicitly ask to receive these (you opt-in). You can stop receiving promotional text messages by following the instructions to opt-out provided within that text messaging programme.

Telephone Marketing

We only send you promotional mobile text messages if you explicitly ask to receive these (you opt-in). You can stop receiving promotional text messages by following the instructions to opt out provided within that text messaging programme.

PLEASE NOTE

We will honour your request to stop receiving promotional email, text and postal messages from Ridgeways Mall as practicable. However, we may continue to send you service-related communications. We may keep information for record keeping to ensure we fulfil your request not to send particular types of messages.

You and your information

To the extent provided for by applicable law, you have certain rights in respect of the management of the personal data we hold about you.

Access

We take steps to keep your personal information accurate. Many of Ridgeways Mall's programmes provide access to view or update personal information you provided when you registered online. Check where you registered to learn if you can view or update your information there.

Ridgeways Mall does not charge for this service and responds to reasonable requests in an appropriate time-frame.

Other rights

To the extent provided by applicable law, you have the right to request rectification of your personal data; to obtain restriction of the processing of personal data; to object to the processing of personal data (including direct marketing) and to data portability. To exercise any of these rights, please [contact us](#).

Consent

Where you have provided consent for our processing of your personal data, you may withdraw that consent at any time by contacting us. We will cease processing your personal data as soon as reasonably practicable following our receipt of your withdrawal.

Complaints

If you consider that we have processed personal data in violation of applicable law, please [contact us](#).

Cookies and other technologies

Ridgeways Mall and our third-party service providers use a variety of technologies to assess how our sites or mobile applications are used, to personalise your experience and to deliver you marketing, including online content, tailored to your interests. Some technologies we may use include the following:

Cookies

A cookie is a small file placed on your device when you visit a site that can be understood by the site that issued the cookie. We use the information collected by cookies to remember who you are to log you in and your preferences, to provide you advertisements, offers or other content tailored to your interests and to assess how our sites are used. You can accept or decline cookies through your browser settings. To learn more, please look at the cookie settings available in your specific web browser(s). Please note, however, that without cookies you may not be able to use all of the features of our sites or other websites and online services.

Other technologies

In conjunction with gathering information through cookies, web beacons and JavaScript, our web servers may log information such as your device type, operating system type, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone where your device is located. We also may record information such as the address of the web page that referred you to our sites and the IP address of the device you use to connect to our sites. We may log information about your interaction with the sites, such as which pages you visit. To control which web servers collect information by automated means, we may place tags on our web pages called 'web beacons', which are small files that link web pages to particular web servers and their cookies. We also may send instructions to your device using JavaScript or other computer languages to gather the sorts of information described above and other details about your interactions with our sites.

We may use third-party web analytics services on our sites, such as those of Google Analytics. These service providers help us analyse how visitors use the sites. The information obtained for this purpose (including your IP address and other information collected by automated means) will be disclosed to or collected directly by these service providers.

The providers of third-party plug-ins and widgets on our sites, such as embedded videos and social media sharing tools, may use automated means to collect information regarding your use of the sites and your interactions with the plug-ins and widgets. We may also receive information you have made available to those third party services, including the geographic location of your mobile device and other information about you (such as name, email address, gender, locale, time zone, languages, social media profile URL, personal website URL, biographical information, birthday, photo, list of devices, education history, work history, hometown, interests, current city, political views, favourite athlete and teams, relationship status and information, religion, name of significant other, and certain security settings information) and your contacts on those services. This information is subject to the privacy policies or notices of the third party providers of the plug-ins and widgets.

Internet-based marketing

You may receive interest-based marketing, offers or other content as you interact with websites or mobile applications. Interest-based marketing is online marketing from Ridgeways Mall and/or from our carefully selected business partners that is tailored to your interests and sent to your device using a cookie or other identifier assigned to your device. These cookies or other identifiers are placed in general interest categories that we infer from information such as:

- The web pages you view and links you click on Ridgeways Mall websites and other websites you visit
- Mobile applications you use
- Ridgeways Mall emails you view and links you click in the emails
- Demographic data
- Offline and online purchase data

We have designed our interest-based marketing systems to deliver such ads to you based only on data that does not personally identify you.

We respect your privacy

You can limit your receipt of interest-based marketing on Ridgeways Mall websites or in our mobile applications by different means.

Your choices regarding receipt of interest-based marketing in mobile applications

Some newer mobile device operating systems allow you to limit the use of information to deliver interest-based marketing in mobile applications. You can check the settings on your device for such options in your devices' operating system.

Links to third-party sites and social media

Ridgeways Mall sites may include links to third-party sites. Ridgeways Mall does not control these third-party sites, and we encourage you to read the privacy statement of every site you visit.

Social networks and third-party plug-ins

Our websites may include plugins from social networks or other third parties. An example of a plug-in is the Facebook 'Like' button. Where legally permitted, these plug-ins may communicate with and send information to the party that provided the plug-in, even if you do not click on the plug-in. This information may include your IP address, information about your browser and device, and the address of the web page you are visiting on our site. Loading, using or clicking the plug-ins may also place, read and transmit cookies. These cookies may contain a unique identifier the social network or third-party assigns to you. The loading, functionality and your use of the plug-ins are governed by the privacy statement and terms of the party that provided the plug-in.

Social network and third-party log-in

Our websites may allow you to log in using a social network or other third-party account. An example of a third-party log-in is 'Log in with Facebook'. Logging into one of our sites with your social network or other third-party account may allow us to gather information that you give us permission to access from that social network or third-party. The log-in feature may also transfer information to the social network or third-party, such as your username and password, to authenticate you. The social network or third-party may also automatically collect information such as your IP address, information about your browser and device, and the address of the web page you are visiting on our site. The log-in feature may also place and read cookies from that third-party that may contain a unique identifier the social network or other third-party assigns to you. The functionality of and your use of the log-in is governed by the privacy statement and terms of the party that provided the log-in functionality.

User-generated content

Please remember that any information you submit or post as user-generated content to Social Media sites become public information. You should exercise caution when deciding to disclose your personal, financial or other information in such submissions or posts. Ridgeways Mall cannot prevent others from using such information in a manner that may violate this Privacy Statement, the law, or your personal privacy and safety. Ridgeways Mall is not responsible for the results of such postings.

Information Security

Ridgeways Mall is committed to keeping personal information secure. We have implemented technical, administrative and physical procedures designed to protect personal information from loss, misuse or alteration.

We limit access to personal information to those who have a business need. We keep personal information only for so long as deemed reasonably necessary.

Children's privacy

Our sites are not directed to children under the age of 13 and we do not knowingly collect personal information from children under the age of 13 on our sites.

Links to other websites and apps

Our sites may provide links to other websites and apps for your convenience and information. These websites and apps may operate independently from us. Linked sites and apps may have their own privacy notices or policies, which we strongly suggest you review. To the extent any linked websites or apps are not owned or controlled by us, we are not responsible for their content, any use of the websites or apps, or the privacy practices of the websites or apps.

Updates to our Privacy Statement

If we make any material changes to this Privacy Statement, we will notify you by sending an e-mail to the e-mail address you most recently provided us or by posting notice of the changes on this site.

For further information concerning what Personal Data we hold about you, how you can access it and our use of Personal Data generally, please use any of the contact options [here](#).