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## **Privacy Policy**

Label X-Press takes your privacy seriously. Please read this Privacy Policy carefully so that you can understand how we collect and use the personal information you provide us. For Purposes of this Privacy Policy, "this Website" refers to http://www.labelxpress.co.za.

This Privacy Policy describes how Label X-Press uses identifiable information regarding our customers, such as name, address, email address or cell phone number ("Customer Information"). We collect such information for the purpose of providing you with a better experience and service on our Website. Except if specifically described on this Website, Label X-Press does not sell, rent or share such Customer Information with Third Parties. Should there be any changes to this policy in the future, we will post these changes on this page. Please check this page periodically to ensure you are aware of our latest privacy practices.

By accessing this Website, you accept the terms and conditions of this Privacy Policy. In particular, by submitting your personal data to us, you will be deemed to have given your permission for disclosures referred to herein. If you do not agree with these terms and conditions, you must immediately cease to use or access this Site and any content, services or products contained in, or available from, this Website.

## SPECIAL NOTE:

Label X-Press does not intentionally collect the information of persons under the age of 16. If you are under the age 16 years, and wish to use this Website, or ask a question, please do not provide us with any personal information (such as name, address, or email address), rather get your parent or guardian to do so on your behalf.

Notwithstanding the aforegoing, we would also encourage the use of our services by families, and recommend that parents consider using parental control tools available from online services and software manufacturers, to help provide a child-friendly online environment.

## Information Collection and Use

Our primary goal in collecting your Customer Information is to provide you with a personalised, relevant, user-friendly experience on the Label X-Press Site.

We use your Customer Information in order to:

- Respond to gueries or requests submitted by you.
- Process orders or requests submitted by you.
- Administer, or otherwise carry out our obligations in relation to any agreement you have with us.
- Answer queries or resolve problems with products or services supplied to you.
- Create products or services better aimed at meeting your needs.

Label X-Press does not share Customer Information with any Third Party, without your prior consent. We recommend that you check the privacy policy of each site you visit, and contact the owner or operator of that Site, should you have any questions.

Label X-Press uses IP Addresses and Cookies in limited ways as follows:

- An IP Address is literally your computer's address and is a unique identifier, allowing information to be sent to the right place. We must use IP Addresses to better understand the customer database. We use your IP Address to help diagnose problems with our Server and to administer our Website. Your IP Address is also used to gather broad demographic information such as geographic distribution of our members.
- We may store some information, commonly known as a "Cookie", on your computer when you look at our Website. We are able to read these cookies for information purposes when you revisit our website. The type of information we collect as a result of a cookie being accepted by you is specific to your PC and includes the IP Address, the date and time the PC visited our Website, what parts of our Website were looked at and whether the web pages requested were delivered successfully. This information is anonymous. It represents a computer, rather than a person.
- We use cookie information to improve our knowledge of the use of our website, and to enable us to be
  able to ascertain whether the website is operating at optimal level. This allows us to enhance our web
  offering to you and to provide an enjoyable and innovative online experience.
- You can erase or block this information by changing the settings on your computer. If you do erase or block this information, however, you may not be able to use all the Website features.

## In summary then:

We do not share your personal information with Third Parties without your consent. The only exception to this rule is if Label X-Press is required by Law (or to protect our rights or property), will we disclose Customer Information to the extent so required.

We have implemented technology and policies with the objective of protecting your privacy from unauthorised access and improper use, and will update these measures as and when new technology becomes available.