

## **Terms and Conditions For Using The SPARK Schools Website**

### **Introduction**

This policy applies to all persons using the SPARK Schools website regardless of geographic location.

SPARK Schools collects and administers a range of personal and non-personal information for various reasons as individuals interact with our website. Personal information is defined as information which may be used to identify an individual directly or indirectly. Nonetheless, SPARK Schools respects the privacy of all individuals and is committed to protecting the collected personal information and assure the website user that we are bound by data protection laws which impose an obligation on us to handle individuals' personal information with care.

In this document we

- define the types of information which we collect through our website.
- our intended use of such information.
- and the circumstances under which we may disclose such information to third parties.

These terms and conditions only apply to information that we collect through our website, and we would also like to declare that we do not intend to collect sensitive information through our website.

Sensitive information is information relating to a person's racial ethnic origin, political opinions, religion, trade union or other professional or trade association membership, sexual preferences or criminal record.

### **Cookies**

This website makes use of cookies to automatically collect information and data that is necessary to allow us to track user activity and behaviour. The collected data is aggregated allowing the website operator to improve the functionality of the website and its content, and to display more focused advertising to a user by way of third party tools. We also analyse the use of this website to measure the audience but the type of information collected by cookies is not used to personally identify you, but rather track your behaviour on the website.

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. Please note that cookies may be necessary to provide you with certain features available on our website, and thus if you disable the cookies on your browser you may not be able to use those features, and your access to our website may therefore be limited.

If you do not disable “cookies”, you are deemed to consent to our use of any personal information collected using those cookies.

### **Website Visitors**

Like most website operators, SPARK Schools collects, holds and administers non-personally identifying information, including but not limited to the web browser type (e.g. Google Chrome, Internet Explorer etc.), language preference, referring site, and the date and time of each visitor request. The intended purpose of collecting non-personally identifying information is to better understand and optimise how our visitors use our website. From time to time, we may share aggregated statistics of non-personally identifying information, such as publishing reports on trends in the usage of our website.

We also collect potentially personally-identifying information like your computer’s IP Address (Internet Protocol addresses ) for users that “logged in” to our website, and for users who choose to leave comments on our website or blog posts. Such information may be disclosed under the same circumstances as those disclosed for personally-identifying information, as described below.

### **Gathering of Personally-Identifying Information**

The amount and type of information that SPARK Schools gathers depends on the nature of the interaction. Website users may choose to interact with SPARK Schools in ways that require SPARK Schools to gather personally-identifying information, for example, during the enrolment process we ask for the user’s full names and contact information.

While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

### **Advertisements and Links to Third Party Websites**

Advertisements which may appear from time to time on our website, may be delivered to users by our advertising partners, who may set cookies and lead generating forms requesting for your personal information. Such information allows advertising networks to, amongst others, deliver targeted advertisements that would most interest you.

Our website may also have links to third-party partner websites. In such cases you may have to click on a third-party link to be redirected to that third party’s website. While we may not have full control of the third-party website content, we strongly advise you to review the privacy policy and terms and conditions of every site you visit.

Our website uses Google AdWords and Facebook DSP (Demand Side Platforms) networks for remarketing. We use the remarketing services to advertise on third party websites (including Google) to previous visitors to our site. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone’s past visits.

All data collected will be used in accordance with our own privacy policy and Google's privacy policy. You can set preferences for how Google advertises to you using the Google Ad Preferences page, and if you want to you can opt out of interest-based advertising entirely by cookie settings or permanently using a browser plugin.

### **SPARK Schools Marketing Consent Electronic Communications**

Your interaction with, and completion of data collecting forms on our website shall be deemed to be your consent to receive communications from us via electronic and/other means which includes (but it in no way limited to) e-mail, messages on the website, messaging via other digital channels (SMS, direct messages) and/or postal means and telephonic calls.

### **Conclusion**

SPARK Schools will only collect, use, and disclose information which we require for our primary function or for a related primary function. For all other uses, we will obtain the individuals' consent first.

SPARK Schools will only use personal information for direct marketing, where it can reasonably be expected to be used for such purposes.

SPARK Schools will destroy personal information when it is no longer required to be kept for the purpose for which it was collected.

We will ensure that we store personal information securely, protecting it from unauthorised access.

### **Further Privacy Policy Details**

For further information regarding our **Privacy Policy** please visit our website on the link [www.sparkschools.co.za/privacy](http://www.sparkschools.co.za/privacy)

### **Contact Details**

Should you need to contact us regarding any section of these terms and conditions please contact us on the email address [privacy@sparkschools.co.za](mailto:privacy@sparkschools.co.za)