



Privacy Policy

Effective 1 June 2021

This Privacy Policy governs the online information collection practices of Chartac Advisory Services (Pty) Ltd, Chartac Investment Trust (Pty) Ltd and Chartac Acorn Financial Services (Pty) Ltd (“Chartac”, “we” or “us”). Specifically, it outlines the types of information that we gather about you while you are using our website (the “Site”), and the ways in which we use this information.

Please read this Privacy Policy carefully. By visiting and using the Site, you agree that your use of our Site, and any dispute over privacy, is governed by this Privacy Policy.

How We Collect and Use Information

We may collect, store and process personal or other information that you supply to us through your use of the Site.

Chartac may collect personally identifying information from our users through the Site’s pages, and from time to time there may be other pages where information may be sought which will seek similar information. Generally, this information includes names, phone numbers, e-mail addresses, passwords and employment information for registration or opt-in purposes.

We also collect and store information that is generated automatically as you navigate online through the Site. For example, we may collect information about your computer’s connection to the Internet, which allows us, among other things, to improve the delivery of our web pages to you and to measure traffic on the Site. The Site may also automatically recognize and store information about the type of browser you are using; your Internet Protocol (“IP”) address; the time, date, and length of your visit; and the referring site. We also use a standard browser software feature called a “cookie,” in order to enhance your experience with the Site. Cookies are small files that your web browser places on your hard drive for record-keeping purposes. By showing how and when visitors use the Site, cookies help identify how many unique users visit us, track user trends and patterns, and may help deliver advertisements or other notices. They also may prevent you from having to re-enter your preferences on certain areas of the Site where you may have entered preference information before. Cookies may not expire unless you manually delete them or set your browser to reject them. If you do not accept cookies, you may have difficulty navigating the Website, or the performance may not be the same. The Site also may use web beacons (single-pixel graphic files also known as “transparent GIFs”) to access cookies and to count users who visit the Site or open HTML-formatted email messages.

We may use the information we collect from you while you are using the Site in a variety of ways, including using the information to customize features and advertising that may appear on the Site.

We may also provide your information to third parties such as data processors or other service providers or advertisers in order to improve your experience with us, the Site, or Chartac, or to provide you with information about related products and services.

If you do not wish your information to be used for any of the above described purposes, email: kent@chartac.co.za and specify the purposes for which you do not want your information to be used. Please allow us a reasonable time to remove your information from these purposes and cessation of these purposes may therefore not be immediate.

Additionally, Chartac may disclose your information to the extent that such disclosure is required by law or to such an extent as we reasonably believe such disclosure is necessary to protect our legal interests. We reserve the right to cooperate with legal authorities and to release such information to comply with legal process. Your information may also be transferred to a third party in the event of a sale, acquisition, merger or bankruptcy involving Chartac.

The Site may also include links to other websites or provide access to products and services offered by third parties, whose privacy policies we do not control. When you access another website or purchase third party products or services, use of any information you provide is governed by the privacy policy of the site you are visiting who is providing such products or services or collecting your information.

Use of Google Analytics

We may also use Google Analytics Advertiser Features (or other similar services) to optimize our business.

Advertiser features include:

Remarketing with Google Analytics;

Google Display Network Impression Reporting;

DoubleClick Platform Integrations; and

Google Analytics Demographics and Interest Reporting

By enabling these Google Analytics Display features, we are required to notify our visitors by disclosing the use of these features and that we and third-party vendors use first-party cookies (such as the Google Analytics cookie) or other first-party identifiers (such as the DoubleClick cookie) and third-party cookies or other third-party identifiers together to gather data about your activities on our Site. Among other uses, this allows us to contact you if you begin to fill out our check-out form but abandon it before completion with an email reminding you to complete your order. The "Remarketing" feature allows us to reach people who previously visited our Site, and match the right audience with the right advertising message.

You can opt out of Google's use of cookies by visiting Google's ad settings and/or you may opt out of a third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt-out page](#).

Location of Your Information

Your personal data may be processed by us in accordance with applicable law. To the extent your data is transferred by us, to any third party, such transfers will be effected through use of appropriate safeguards under applicable law. By agreeing to the Chartac Privacy Policy, you unequivocally and unambiguously consent to the collection and processing of any personal and non-personal information collected or obtained by Chartac.

Storage Of Your Information

Your information is stored on the Chartac server that delivers our content and messaging, and is kept as long as such information remains potentially useful for the purposes it was collected, and not any longer. Your information can only be accessed by Chartac and those who help manage its portal.

Email Marketing And Opt-Out

All the commercial emails sent to you by us will include an unsubscribe link in them. You can remove yourself at any time from our mailing list by clicking on the unsubscribe link that can be found in every communication that we send you.

Please note that changes to your email marketing preferences may not be effective immediately.

Your Privacy Rights

You have the right to access, transport, update, rectify, or erase your personal data, as well as the right to object to or restrict its processing, transform it into anonymous form, or withdraw from any consent-based uses. These rights may be exercised by emailing kent@chartac.co.za. You also have a right to complain to your local data protection authorities if you believe your privacy rights related to your personal information have not been properly observed.

Updates to Privacy Policy

Chartac reserves the right to update and revise this Privacy Policy at its discretion. Your use of our Website constitutes your acceptance of the terms of the Privacy Policy as amended or revised by us, and you should therefore review this Privacy Policy regularly to ensure that you are aware of its terms.

If you have questions concerning this privacy policy, please email kent@chartac.co.za