

This privacy policy sets out how Deliberate Collaboration (sole proprietor Dr JA Day) uses and protects any information that you provide when you use the Website (www.deliberatecollaboration.com) and specifically, but not limited to, when you use the “Add to Basket”, “Proceed to Check Out”, “Place Order”, “Download Brochure” and or the “Get New Insights” options.

Deliberate Collaboration is committed to ensuring that your privacy is protected. Should we ask you to provide certain information in order to create an account, download brochures and information, subscribing to newsletters and or in order to identify you when using the Website or online sales, you are assured that it will only be used in accordance with this privacy policy.

1. INFORMATION WE COLLECT

1.1. When you order the book and online course, register an account, or download our brochures and information, we may collect the following information:

1.1.1. name and surname, contact details and other personal information;

1.1.2. debit or credit card details; and

1.1.3. delivery address.

1.2. Should your personal information change, please inform us of the change as soon as reasonably possible to enable us to update your personal information.

2. HOW WE MAY USE YOUR INFORMATION

2.1. We require your information for the following reasons:

2.1.1. to supply you with Products and or Services ordered;

2.1.2. to comply with your request(s) relating to Products and Services ordered and/or delivery requirements;

2.1.3. for internal record keeping and administration purposes;

2.1.4. to improve our Products and Services;

2.1.5. to periodically send you newsletter emails about insights, blog and thought pieces, new products and or services, special offers or other information which we think you may find interesting. You will however be given the option to unsubscribe from any such mailing list in any newsletter on the Website (www.systemictstairway.com).



3. WHO MAY RECEIVE YOUR INFORMATION

- 3.1. Your information will not be sold or made known to any third-party except insofar as it is required to execute or deliver your order, or otherwise as required/permitted by law.
- 3.2. Whilst we will do all things reasonably necessary to protect your rights of privacy, we cannot guarantee or accept any liability whatsoever for unauthorised or unlawful disclosures of your personal information, whilst in our possession, made by third-parties who are not subject to our control, unless such disclosure is as a result of our gross negligence.
- 3.3. If you disclose your personal information to a third-party, such as an entity which operates a website linked to the Website or anyone other than Deliberate Collaboration, Deliberate Collaboration shall not be liable for any loss or damage, howsoever arising, suffered by you as a result of the disclosure of such information to the third-party as further described in clause 6 below.

4. SECURITY

4.1. We will:

- 4.1.1. treat your personal information as strictly confidential, save where we are entitled to share it as set out in this privacy policy;
 - 4.1.2. take appropriate technical and organisational measures to ensure that your personal information is kept secure and is protected against unauthorised or unlawful processing, accidental loss, destruction or damage, alteration, disclosure or access;
 - 4.1.3. provide you with access to your personal information to view and/or update personal details;
 - 4.1.4. promptly notify you should we become aware of any unauthorised use, disclosure or processing of your personal information;
 - 4.1.5. provide you with reasonable evidence of our compliance with our obligations under this privacy policy on reasonable notice and request; and
 - 4.1.6. upon your request, promptly return or destroy any and all of your personal information in our possession and/or control, save for that which we are legally obliged to retain.
- 4.2. We will not retain your personal information longer than the period for which it was originally needed, unless we are required by law to do so or you consent to us retaining such information for an extended period.



5. CONTROLLING YOUR PERSONAL INFORMATION/PRIVACY CHOICES

5.1. You may choose to restrict the collection or use of your personal information in the following ways:

5.1.1. whenever you are asked to fill in a form on the Website, look for the box that you can click to indicate that you do not want to opt in to receiving direct marketing communications from us; and/or

5.1.2. if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by emailing us at info@deliberatecollaboration.com.

5.2. You may request details of personal information which we have in respect of you by sending an e-mail to info@deliberatecollaboration.com.

5.3. If you believe that any personal information that we have in respect of you is incorrect or incomplete, please send an email to the above address as soon as possible. We will promptly correct any information found to be incorrect.

6. LINKS TO OTHER WEBSITES

6.1. The Website may contain links to other websites of interest. However, once you have used these links to leave the Website, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy policy. You should exercise caution and consider the privacy statement applicable to the website in question.

6.2. Some of the content, advertising, and functionality on the Website may be provided by third-parties that are not affiliated with us. Such third-parties include:

6.2.1. advertising providers, which help us provide advertisements that are tailored to users' interests and understand how users respond to those advertisements;

6.2.2. audience-measurement companies, which help us measure the overall usage of the Website and compare that usage to other online services; and

6.2.3. social networking services (like Facebook, Twitter, LinkedIn, Instagram) that enable you to register and log in to certain of our services and to share things you find on the Website with your social network. This is only applicable if you choose to connect with a social networking service. Deliberate Collaboration may provide other registration and login methods.

6.3. These third-parties may collect or receive information about your use of the Website, including through the use of cookies, web beacons and other technologies and this information may be collected over time and combined with information collected on different websites and online services. It is important to note that we do not control the privacy practices of these (or any other) third-party services. We therefore encourage you to read the privacy policies of these services before connecting to them.



7. INTERNATIONAL USERS

Deliberate Collaboration is based in South Africa and regardless of where you use or access the Website, Products or Services, your information may be transferred to and maintained on servers located in South Africa or elsewhere in the world. Please note that any information which we obtain about you will be stored in accordance with South African privacy laws, regulations and standards which may not be equivalent to the laws in your country of residence. By using the Website, you consent to this collection, transfer, storage and processing of information to and in South Africa.

8. AVAILABLE CHANNELS REGARDING COLLECTION, USE AND DISTRIBUTION OF INFORMATION (OPT OUT POLICY)

If you have any questions regarding this privacy policy or about the information collection practices of the Website, please contact us at info@deliberatecollaboration.com.

9. AMENDMENTS

- 9.1. We may update this privacy policy from time to time. Any changes which we may make to the privacy policy will be posted on this page and, where appropriate, you will be notified thereof in the appropriate manner.
- 9.2. Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to info@deliberatecollaboration.com.

