

Privacy Policy

1. INTRODUCTION

At AIPI we believe that Privacy is a fundamental right. This is why we designed the privacy policy below, intended to show you how we collect, use, secure and sometimes distribute some of your personal information acquired when you visit our website. .

It is therefore important that you take time to carefully read through this policy before using our website. .

AIPI reserves the right to change this policy at any time.

2. WHAT INFORMATION DO WE COLLECT?

We collect most of the personal information directly from you when you use our services/ website from your agents or anyone affiliated with you. Data may be collected in person, by telephone or electronically and is aimed at understanding our clients, their needs and improving their experience when using our services.

The volume and type of information we collect depends on the way you use our services/ website as well as the information you make available to us. Depending on your privacy settings we may obtain the following information:

- a) **The information you make available to us:** By using our website/services you provide us with certain personal information which includes your name, telephone contact, email address, postage address where it is necessary and the company/ business name especially for AIPI members under GS1 Rwanda.
- b) **Information collected automatically:** some information will be collected automatically when you use our website. This information includes your product search history, liked or saved products, any interactions with our customer care service (information relating to the query and date of interaction may be saved), your IP address as well as your location as and when it is enabled on your device. Additionally information may be collected automatically through use of cookies from our website but you have the right to make modifications to the information we are allowed to collect or you can reject the cookies wholly.
- c) **Information from other persons/third parties:** we collect some information from persons with whom you have a relationship for example Where our services are provided during conferences, workshops, and any other place information can be shared during delivery of our services or information as to your address or location may be obtained from these agencies so as to keep your records up to date.

3. HOW DO WE USE YOUR INFORMATION?

We limit the collection and use of your personal information to the minimum we believe is necessary to deliver a superior service to you. We are able to do this by using your personal information in the following ways:

1. We use the information we collect to personalize your experience when you access our Services/website. This is made possible because the collected information enables us to have a better understanding of your needs Vis a Vis the services we provide. For example by identifying your company or personal profile and services you wish to have, we can make similar suggestions or recommendations upon your next visit and make it simpler for you to find your preferred services.
2. We use the information to contact you in regard to your account especially in case of any problems such website malfunctioning.
3. Identification, find out the status of a member in the cooperative and communication purposes
4. To aid the government in its mission to identify people who need support (including financial support) by collecting information relating to your social standing.
5. To be able to send you emails about new investment properties, investor statements, valuation statements, capital calls or other information which we think may be valuable.
6. Additionally we use the information to help us improve and maintain our services.
7. We use the information to create and provide new services designed to enhance your experience with us.

4. DO WE EVER DISCLOSE YOUR INFORMATION TO THIRD PARTIES?

We do not disclose any of your personal information to third parties outside AIPI company premises, except in the following circumstances:

1. When we have your consent to make any such disclosure to a third party. Remember that your consent will have to be explicitly given by you otherwise it will not be valid. Your SILENCE will not be considered consent.
2. Where we have a legal obligation to disclose any information which might include some of your personal information we collected.

3. Where payment of services is confirmed using debit or credit cards, certain Information from your account may be shared with the relevant card associations as well as our acquiring bank so as to successful complete the transaction.

5. COMMUNICATIONS

We may use your Personal Information to contact you with newsletters, marketing or promotional materials and other information. You may at any time revoke or unsubscribe to these promotional materials by clicking the unsubscribe button at the bottom of such materials. The Communications section is for businesses that may contact users via email (email newsletters) or other methods.

6. HOW DO WE KEEP YOUR INFORMATION SECURE?

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect. The safety measures in place are as follows:

- a) We use codified language namely hashing is the transformation of a string of characters into a usually shorter fixed-length value or key that represents the original string, this helps to protect our customers data and guarantee that their data are safe.
- b) We plan to use SSL (Secure sockets Layer) certificates for our website which will always ensure that the data collected from you remains private and secure.
- c) We are also planning to partner with some Companies which will help us in protecting our customers data as well, Technological company developers which provide technology-based business solutions to small and medium-sized businesses. In such instances our partners enter confidentiality arrangements with us.

7. WHAT HAPPENS IN CASE OF A DATA BREACH?

We have designed our website to ensure the safety of your information at all time. However we recognize that there is need to have clear safety measures in place to be followed in case of any security breaches which have become increasingly common in our industry/ with the growth of the cybercrimes.

We shall have a duty to inform you within a reasonable time of any data breach as and when it may arise.

Provide you with clear options available to you depending on the nature of the breach so as to ensure safe recovery of your data and account with the least inconvenience to you.

8. WHAT ARE YOUR RIGHTS REGARDING THE PERSONAL INFORMATION COLLECTED?

Under this policy you have the following rights:

1. You have a Right to access your personal information so to be able to make changes, update and even delete any of your information.
2. You have a right not provide certain information even though it may be necessary for you to use our services.
3. Where you do not wish to receive emails or notifications from us or want to stop receiving them, you have the right to freely opt out at any point in time by notifying us of your intention to do so.
4. At any time where you no longer feel interested in our services, you have a right to delete your account along with your personal information.

9. ABOUT THIS POLICY.

When Does This Policy Apply?

This Privacy Policy applies to all of the services offered by AIPI and its affiliates including GS1 Rwanda and services offered on third party sites, such as advertising services. This privacy policy does not apply to the services attained by our users with other separate privacy policies that do not incorporate this Privacy Policy.

When Does This Policy Not Apply?

This Privacy policy doesn't apply to:

- The information practices of other companies and organisations that advertise services of AIPI.
- Services offered by other companies or individuals, including products or sites they offer that may include GS1 Rwanda to which the policy applies, or product or sites displayed to you in search results, or linked from our services.

10. CHANGES TO THIS POLICY

We change this Privacy Policy from time to time. We will not minimize your rights under this Privacy Policy without your explicit consent. We always indicate the date when the last changes were made and we offer access to the old policy for your review.

If the changes are significant, then we will provide a more prominent and reliable notice of the Private Policy changes.