

Privacy Policy

Beekman Group Privacy Statement

We at the Beekman Group, our subsidiaries and associated entities in the Leisure, Lifestyle, Vacation Club and Managed Portfolio, Private Residence, Holiday Rental and Exchange, and Tourism industry (the “**Beekman Group**” or “**We**”), are sensitive to your right to privacy, whether on the Internet or when dealing face to face with our many leisure, lifestyle and tourism product and service consultants. This *Privacy Policy* applies to all personal information (data) provided by you and collected by the Beekman Group through its websites as well as both online and offline Beekman Group product and service offerings. We will use your personal information in the course of our dealings with you and to provide a more personalised internet, electronic (phone and message services) and face to face Leisure, Lifestyle, Vacation Club and Managed Portfolio, Private Residence, Holiday Rental and Exchange, and Tourism experience,

Personal Information

We may require such personal information from you for the purposes of promoting and administering the Beekman Group more efficiently and effectively. The information collected will assist us with maintaining and improving this and all other Beekman Group websites for the benefit of all our Members, Owners, Guests and website Users. The Beekman Group subscribes to and complies with the provisions of the Promotion of Personal Information Act, No 4 of 2013.

Collection and Use of Personal Information

The Beekman Group undertakes to collect only such information as is commercially necessary to promote, market, administer and manage the Beekman Group and its websites. Particularly, we will not pass on, or make economic gain from, any of your personal information collected, including name and contact details, credit and character details, to any other person or persons outside of the Beekman Group, other than with your expressed consent, or on lawful demand from any statutory authority: Provided that any personal information passed on to such subsidiaries and associated entities shall only be for the purposes of promoting, marketing, administering and managing the Beekman Group products and services.

Consent to process Personal Information to generate Similar Audience Profiles

By accepting this *Privacy Policy*, you consent to the Beekman Group using your personal information to create audience profiles that help target potential users on third-party platforms.

Your personal information will be used to generate "Similar Audience Profiles" which are used to identify and target individuals on platforms such as Google and Facebook who exhibit similar behaviours, interests, and characteristics to our current user base.

Only non-sensitive data relevant to your interactions with our platform will be used to generate these profiles, including, but not limited to, demographic information, browsing behaviour, and expressed preferences. Sensitive personal data will not be shared or used without your explicit consent. All personal information sharing will comply with Privacy Laws. Your personal information is protected against unauthorised use.

Platforms like Google and Facebook have their own strict user data policies which they adhere to.

You reserve the right to withdraw your consent at any time. If you do, the Beekman Group will cease using your personal information for audience profiling. You can withdraw consent by emailing consent@beekmangroup.com.

Security

While no organisation can guarantee perfect security, we take all reasonable measures to secure the integrity and confidentiality of your personal information in our possession or under its control by taking appropriate, reasonable technical and organisational measures to prevent the loss of, damage to or unauthorised destruction of your personal information, and unlawful access to or processing of the Personal Information, by identifying all reasonable foreseeable internal and external risks to your personal information in our possession or under its control, establishing and maintaining appropriate safeguards against the risks identified, regularly verifying that the safeguards are effectively implemented, and ensuring that the safeguards are continually updated in response to new risks or deficiencies in previously implemented safeguards. We have taken due regard to generally accepted information security practices and procedures which may apply to it generally or be required in terms of specific industry or professional rules and regulations.

Cookies (where applicable)

Like most websites, we may also use technologies, such as cookies, to collect information about the pages you view, the links you click and other actions you take on our sites and services. A cookie is a small text file that is placed on your hard disk by a web page server. Cookies contain information that can later be read by a web server in the domain that issued the cookie to you. Cookies cannot be used to run programs or deliver viruses to your computer. You can accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if preferred. You can opt-out of the use of cookies at any time. The Beekman Group cannot be held liable for a user's personalised information changing or being deleted as a result of the user's disablement or deletion of cookies.

Changes to this privacy statement

This *Privacy Policy* may be changed by us at any time. The revised policy will be posted on this page so that you are always aware of the information we collect, how we use it, and under which circumstances we disclose it. We encourage you to periodically review this statement to know how Interchange is protecting your information. For the full Beekman Group POPI Manual, which sets out what is personal information and what your rights and our duties are, in more detail, please [click here](#).

Contact

Questions, comments and requests regarding this *Privacy Policy* are welcomed and should be addressed to the Beekman Group at popi@beekmangroup.com