

Mass Hire Website Privacy Policy

1. Introduction

Mass Hire (including all branches and franchises of the Mass Hire Group) ("Mass Hire", "we", "us" or "our") respects your privacy and is committed to protecting your personal information in accordance with the Protection of Personal Information Act, 2013 ("POPIA").

This Privacy Policy explains how we collect, use, store and protect personal information when you visit our website www.masshire.co.za, contact us, or submit applications.

2. Responsible Party

The responsible party is Mass Hire (operating through its branches and franchises).

Head Office: 23 Gericke Street, Voorbaai, Mossel Bay, Western Cape

Telephone: 044 695 1410 | Email: joni@masshire.co.za

3. Information Officer

Our Information Officer is responsible for POPIA compliance.

Name: Joni Muller

Email: joni@masshire.co.za | Telephone: 044 695 1410

Contact the Information Officer for any questions, access requests, corrections, or complaints.

4. Personal Information We Collect

- **Website visitors:** We automatically collect limited technical information via server logs (e.g. IP address, browser type, device, pages visited, and timestamps). This is standard for any website and is used only for security and operation.
- **Enquiries and applications:** When you email us or submit completed Cash Application or Credit Application forms (PDFs downloaded from the site), we process the information you provide (e.g. name, contact details, ID/passport, company details, VAT/tax numbers, bank details, and supporting documents).

We do not use cookies, Google Analytics, tracking pixels, chat widgets, or any other online tracking technologies.

5. Purpose and Lawful Basis for Processing

We process personal information to:

- Operate and secure the website
- Respond to your enquiries
- Process credit/hire applications and rental agreements
- Comply with legal obligations
- Pursue legitimate business interests

The lawful bases are legitimate interest, consent (where you voluntarily contact us), steps prior to or performance of a contract, and legal obligation.

6. Sharing of Personal Information

We may share information with:

- Other companies in the Mass Hire Group
- Service providers (e.g. website hosting, legal advisors, banks) under strict confidentiality agreements
- Regulators or law enforcement where required by law

We never sell your personal information.

7. Security and Retention

We use reasonable technical and organisational measures to protect your information. Server logs are kept only as long as necessary (usually a few months). Application data is retained for the duration of the business relationship plus the legally required period.

8. Your Rights

You have the right to:

- Access your personal information
- Correct or delete inaccurate information
- Object to processing
- Withdraw consent (where applicable)
- Lodge a complaint

To exercise any right, simply email our Information Officer.

9. Third-Party Links

Our site links to Google Maps. We are not responsible for those websites' privacy practices.

10. Changes to This Policy

We may update this policy occasionally. The latest version will always be on our website.

11. Complaints

If you are not satisfied with our response, you may complain to the Information Regulator:

- Email: POPIAComplaints@inforegulator.org.za
- Website: www.inforegulator.org.za
- Telephone: 010 023 5200

12. Note on Application Forms

Our Credit and Cash Application PDFs contain additional terms that apply when you submit them. This website Privacy Policy works together with those documents.

By using our website or contacting us, you confirm you have read and understood this policy.