



Billion Rows Privacy Statement

Our Commitment to Privacy

Your privacy is important to us. Billion Rows (Pty) Ltd, together with our subsidiaries and affiliates (“Billion Rows”, “we”, “us”, or “our”), provides this Privacy Statement to describe our information collection and use practices and to explain the choices you can make about the way your personal information is collected and used. We comply with the South African Protection of Personal Information Act, 4 of 2013 (POPIA).

Effective date: 19 April 2021

Last updated: 31 August 2025

Scope of this Privacy Statement

This Privacy Statement applies to information we collect when you visit www.billionrows.co.za and any other websites or mobile apps we operate that reference this Privacy Statement (collectively, the “Websites”). We may also collect information from you in other ways, including during technical support contacts, through registration forms, in person (e.g., business cards), via LinkedIn lead generation forms, and from trusted third parties. If we provide a separate or supplemental notice when we collect personal information from you, that notice will apply to the extent of any conflict.

Special notice for the EEA/UK: If you are located in the European Economic Area or the United Kingdom, our GDPR addendum (if applicable) will govern personal information subject to the GDPR/UK GDPR.

This Privacy Statement does not apply to:

1. (i) Personal information contained in customer-controlled data processed by Billion Rows in the course of our hosting or managed services for customers, which is governed by our agreements and, where applicable, a data processing agreement (DPA).
2. (ii) Personal information to which we are provided access solely for the purpose of providing technical support or consulting services, which is governed by the applicable contracts and support policies.

The Information We Collect and How We Collect It

We may collect the following categories of personal information:

- Contact information such as your name, business title, email address, telephone number and postal address.
- Professional and business information such as employer, industry, role, areas of interest and your interactions with our products and services.



- Transaction information including purchase history, order and contract information, billing and payment details (processed via PCI-compliant providers).
- Technical information such as device identifiers, browser type and settings, IP address, cookie identifiers, pages visited, and timestamps.
- Security and authentication data used for fraud prevention and access control.
- Marketing and communication preferences, including consent status.

We collect personal information in several ways, including:

- Information you provide in web forms, sign-ups, surveys, downloads, and LinkedIn lead generation forms.
- As part of an ongoing sales, onboarding, or customer success process.
- While providing online technical support, consultation, live chat, or product information.
- Through automated means such as cookies, pixels, SDKs, and similar technologies in accordance with our Cookie Notice.
- Through participation in surveys, contests, events, and promotions.
- Through your use of social connectors and social networking areas, including interactions with us on third-party platforms.
- Through interest in our ads placed on third-party sites and platforms.
- By combining information collected online with information collected via other channels (e.g., training sessions, conferences) where lawful.

How We Use Your Information

- To fulfil requests for information, demos, subscriptions, and orders, and to provide the services you request.
- To provide customer support and communicate with you about your accounts, purchases, requests, questions, or comments.
- To inform you about Billion Rows news, products and services, updates, events and special offers, consistent with your marketing preferences and lawful bases under POPIA.
- To make the Websites easier to use and to personalise content and advertising relevant to your interests via analytics and profiling (where lawful and with consent where required).
- To facilitate collaborative features on our Websites and communication channels you choose to use.
- To protect the security and integrity of our Websites, systems, servers, and other technical assets and to detect and prevent fraud or prohibited activity.
- To register and manage your participation in online and in-person events hosted by us or our partners.
- To operate, evaluate, and improve our business, including developing new offerings and performing accounting, auditing, billing, and collections.



- To meet legal and regulatory requirements, to exercise or defend legal claims, and to comply with industry standards and our policies.

We may use automated and manual (human) methods of processing for the above purposes, including statistical analysis and reasonable inferences to better understand your preferences and tailor our offerings.

Our Lawful Bases for Processing (POPIA)

- Consent – for example, when you opt-in to receive marketing communications.
- Performance of a contract or to take steps at your request prior to entering a contract.
- Legitimate interests – such as to improve our services, ensure security, and prevent fraud (balanced against your rights).
- Compliance with legal obligations under South African law.

How We Share Your Information

We do not sell your personal information.

- Billion Rows subsidiaries and affiliates as necessary to accomplish the purposes described above.
- Vendors, processors, contractors, and business partners who assist us and who are bound by appropriate confidentiality and data-protection obligations.
- At your direction or with your consent (e.g., when you submit a LinkedIn lead form requesting contact).
- In connection with a sale, merger, or transfer of all or part of our business or assets, subject to appropriate safeguards.
- In response to valid legal process or governmental requests, or as otherwise necessary to protect our rights, users, or the public.

Choice / Opt-Out

You can manage your marketing preferences or unsubscribe from marketing emails at any time by using the unsubscribe link in our emails or by contacting us (see “How to Contact Us”). You may also manage cookies through our cookie Notice and your browser settings.

Cookies, Do Not Track (DNT), and Global Privacy Control (GPC)

We use cookies and related technologies to operate and personalise the Websites. You can adjust your preferences via our Cookie Notice and your browser settings. Certain browsers support DNT and GPC signals. Where technically feasible, we will honour such signals by limiting targeting cookies on the device or browser that sends them. For more information about interest-based advertising choices, visit industry resources such as the Network Advertising Initiative or Digital Advertising Alliance.



Our Commitment to Data Security

We maintain appropriate physical, technical, and organisational measures designed to protect personal information against accidental or unlawful destruction, loss, alteration, unauthorised disclosure or access, and other unlawful forms of processing. Although no system is impenetrable, we apply controls proportionate to the risks associated with processing and use enhanced safeguards for sensitive information.

Your Rights Under POPIA

- Right of access – to request confirmation that we hold personal information about you and to obtain a copy.
- Right to correction – to request that we correct or update inaccurate or incomplete personal information.
- Right to deletion – to request that we delete personal information where POPIA allows.
- Right to object – to object, on reasonable grounds, to our processing of your personal information (including direct marketing).
- Right to withdraw consent – where processing is based on consent, you may withdraw it at any time.
- Right to lodge a complaint – with the Information Regulator (South Africa) (www.inforegulator.org.za).

To exercise your rights or submit a privacy request, please contact us as set out in “How to Contact Us.” We may take reasonable steps to verify your identity before responding. We do not discriminate against individuals for exercising their privacy rights.

International Data Transfers

Where we transfer personal information outside South Africa, we ensure that the recipient is subject to a law, binding corporate rules, or a binding agreement which provides an adequate level of protection in terms of section 72 of POPIA, or we rely on another applicable transfer mechanism.

Data Retention

We retain personal information only for as long as necessary to fulfil the purposes described in this Privacy Statement, unless a longer period is required or permitted by law (for example, tax, accounting, or regulatory requirements).

External Links

Links to third-party websites are provided for convenience. We do not control and are not responsible for third-party sites or their privacy practices. We encourage you to review the privacy policies of any site you visit.



Changes to This Statement

We may update this Privacy Statement from time to time. We will post any changes on this page and update the revision date. Your continued use of the Websites after changes become effective indicates your acceptance of the revised Statement.

Your Acceptance of These Terms

By using the Websites, you acknowledge that you have read and understood this Privacy Statement and agree to its terms.

How to Contact Us

Billion Rows (Pty) Ltd

- 93 Central Street, Houghton Estates, Johannesburg, 2198
- 8 Tulbagh Avenue, Homelake, Randfontein, 1759

ATTN: Information Officer

Email: teboho.maoyi@billionrows.co.za