

PROTECTION OF PERSONAL INFORMATION (POPI) AND PRIVACY POLICY

1. COMPANY OVERVIEW

MYAI (Pty) Ltd (“My AI Lawyer”) operates a digital legal assistance platform. We provide automated guidance on legal matters through our website and messaging services, with escalation to human professionals when required. We are not a law firm and do not provide formal legal representation.

This Policy describes how we collect, use, disclose, retain, and protect personal information, in accordance with the Protection of Personal Information Act (Act 4 of 2013) (“POPIA”) and other relevant laws. It gives effect to the constitutional right to privacy by safeguarding personal information when processed by us as a responsible party.

1.1. Street Address:

4th Floor Acacia Grove Building
Houghton Estate Office Park
2 Osborn Road
Houghton
2196

1.2. Business phone: +27 (10) 476 3280

1.3. Business email: info@myailawyer.co.za

1.4. Information Officers

We have appointed an Information Officer and, where necessary, Deputy Information Officers in terms of PAIA and POPIA.

Information Officer: Darren Cohen

Deputy Information Officer: Michael Visser

Email: info.officer@myailawyer.co.za

2. DEFINITIONS

2.1. Data Subject

A natural or juristic person whose personal information is processed by My AI Lawyer.

2.2. Direct Marketing

Any approach to a data subject, either in person or by mail, electronic communication, or other means, for the purpose of:

- 2.2.1. Promoting or offering to supply, in the ordinary course of business, any digital legal services or related products; or
- 2.2.2. Requesting the data subject to participate in surveys, feedback, or promotional activities.

2.3. Operator

A person or entity who processes personal information for My AI Lawyer by contract or mandate, without coming under My AI Lawyer’s direct authority.

2.4. Personal Information

Information about an identifiable natural living person or juristic person, including but not limited to:

- Identification details (name, ID number, contact information, online identifiers);
- Demographic information (race, gender, age, marital status, nationality, language);
- Employment, financial, or legal history;

- Communications and chat transcripts with My AI Lawyer;
- Opinions, preferences, and feedback provided by the data subject;
- Biometric information, where applicable.

2.5. Processing

Any operation or activity concerning personal information, whether automated or manual, including:

- Collection, receipt, recording, organisation, storage, updating, retrieval, or use;
- Dissemination by transmission, distribution, or making available in any other form;
- Linking, restriction, erasure, or destruction of information.

2.6. Responsible Party

My AI Lawyer, alone or in conjunction with others, determines the purpose of and means for processing personal information.

3. HOW WE COLLECT INFORMATION

3.1. My AI Lawyer collects and processes personal information about you and any other person whose details you provide to us, in accordance with POPIA and other applicable laws, either:

- 3.1.1. Through direct engagement when you register for our services, complete subscription forms electronically, or interact with our platform;
- 3.1.2. From employers, partners, or other contracted entities where services are provided in a group or enterprise context; and
- 3.1.3. From third-party sources, such as public databases, professional directories, credit bureaus, fraud prevention agencies, or other service providers, where lawful and relevant.

3.2. You also passively provide us information through technology. Some of this information may be linked to you personally and helps our platform function correctly and supports analytics and service improvement efforts, including

- 3.2.1. Device Information: We collect technical information when you access our website or use our services. This includes IP address, device type, operating system, browser type, unique device identifiers, referring website addresses, and session details
- 3.2.2. Browsing Information: We use cookies, web beacons, and similar technologies to collect information about your use of our website and services. These tools help us provide a more personalised and integrated experience.

4. COLLECTION OF INFORMATION FROM THIRD PARTIES

4.1. We may receive information about you from other sources to help us correct or supplement our records, improve the quality and personalization of our services, and prevent or detect fraud.

4.2. Such sources may include:

- 4.2.1. Public databases and professional directories;
- 4.2.2. Credit bureaus and fraud prevention agencies;
- 4.2.3. Business partners, affiliates, or service providers;
- 4.2.4. Other divisions or entities within My AI Lawyer's corporate group (where applicable).

- 4.3. We do not control the collection or use of personal information by third parties, and this Policy does not apply to third-party platforms, applications, or services. My AI Lawyer does not accept responsibility or liability for third-party privacy practices.
- 4.4. We will only provide data to third-party information exchange services with your consent, and only where such sharing is lawful and necessary for the provision of our services.

5. CORRECTNESS OF INFORMATION

- 5.1. We require accurate and complete information in order to provide you with our digital legal assistant services. Failure to provide the necessary information may result in us being unable to deliver correct guidance or escalate matters appropriately to human professionals.
- 5.2. Where our services include legal information or professional referral, the appropriateness of the guidance may be compromised if you do not provide complete and accurate information.
- 5.3. You are responsible for informing us promptly if your information changes, so that our records remain correct and up to date.

6. HOW WE USE INFORMATION

- 6.1. We are required by various laws to maintain service records, and we collect, use, and disclose information to the extent permissible under applicable laws to:
 - 6.1.1. Provide you with our digital legal assistant services and maintain our relationship with you;
 - 6.1.2. Facilitate escalations to human professionals where necessary;
 - 6.1.3. Conclude and administer your subscription or service agreement;
 - 6.1.4. Comply with legislative and regulatory requirements, including codes of conduct and requirements of the Information Regulator;
 - 6.1.5. Detect and prevent unlawful activities, fraud, cyber-security threats, and misuse of our platform;
 - 6.1.6. Record and/or monitor communications with us (chat transcripts, emails, or calls) to accurately carry out your instructions, improve service quality, and for security purposes;
 - 6.1.7. Conduct statistical analysis, research, and service improvement initiatives;
 - 6.1.8. Conduct audits and for record-keeping purposes;
 - 6.1.9. Use for purposes of proof and legal proceedings;
 - 6.1.10. Enhance your experience when interacting with us and improve our offerings;
 - 6.1.11. Share with other divisions or affiliates of My AI Lawyer, where relevant, to offer you related services, provided you have not objected to receiving such communications;
 - 6.1.12. Conduct market research and provide you with information about our services from time to time via email, telephone, or other means;
 - 6.1.13. Process your marketing preferences (including maintaining records of opt-outs to ensure compliance with your requests).
- 6.2. Information which you provide will be used and/or retained only for the purposes for which it is collected, after which it will be securely destroyed. We will only retain personal information for longer than the purpose for which it was collected if required by law or where you have given consent for extended retention.

7. SHARING INFORMATION

- 7.1. All categories of information that we collect may be shared with third parties for legitimate business purposes. We will not sell or rent your information for financial gain. We will only share your information with third parties if there is a lawful and valid reason to do so.
- 7.2. We may share and disclose the information you provide to us with the following entities:
 - 7.2.1. Our third-party service providers and technology partners who are involved in the delivery, hosting, and administration of our digital legal assistant services;
 - 7.2.2. Other third parties in relation to the purposes set out under Clause 6 (How We Use Information);
 - 7.2.3. Public bodies, regulators, or law enforcement agencies (either directly or through shared databases) for fraud detection, cyber-security, and prevention of unlawful activities.
- 7.3. We will share and disclose information when lawfully required to do so:
 - 7.3.1. To comply with any relevant legislation;
 - 7.3.2. To comply with any legal process;
 - 7.3.3. To comply with any regulatory authority (for example, the Information Regulator);
 - 7.3.4. On occasion, we may, for legitimate purposes, share aggregated or de-identified information with stakeholders and business partners in a manner that does not identify the persons to whom the information applies.
- 7.4. We will not disclose your information to third parties unless there is a valid processing ground as set out in Section 11 of POPIA.

8. TRANSFER OF INFORMATION ACROSS BORDERS

- 8.1. Where we need to transfer your personal information outside the borders of South Africa, we will ensure that such transfer is lawful and secure.
- 8.2. We will only transfer information to:
 - 8.2.1. Countries that have privacy laws substantially similar to those applicable in South Africa; or
 - 8.2.2. Recipients who are contractually bound to comply with data protection obligations that impose no lesser requirements than those imposed by POPIA.
- 8.3. Cross-border transfers will only occur where necessary for the provision of our services (for example, cloud hosting, technical support, or international professional referrals) and will always be subject to appropriate safeguards.

9. SECURING INFORMATION

- 9.1. The security and confidentiality of your information is important to us. We have implemented technical, administrative, and physical safeguards to protect personal information against unauthorised access, disclosure, alteration, or destruction.
- 9.2. Access to personal information is restricted to employees, contractors, and operators who require the information to perform specific tasks. All personnel with access are trained on privacy and security practices, and are reminded regularly of their obligations under POPIA.
- 9.3. We are committed to ensuring that our security measures are continuously reviewed and updated to address emerging risks, including cyber-security threats.
- 9.4. While we take all reasonable steps to protect information, we cannot guarantee absolute security. We do not accept liability for unauthorised disclosure or use of information by third parties outside our control, unless such disclosure results directly from our gross negligence.

10. YOUR RIGHTS

- 10.1. The Promotion of Access to Information Act (PAIA), together with POPIA, grants you the right to access information held by a public or private body in certain instances. This right can be exercised in accordance with our PAIA Manual, available on our website.
- 10.2. In accordance with POPIA, you may object to our processing of your personal information on reasonable grounds relating to your particular situation, unless legislation provides for such processing.
- 10.3. You may object to receiving direct marketing from us at any time. We will respect your preferences and maintain records of opt-outs to ensure compliance.
- 10.4. You have the right to request correction or deletion of personal information that is inaccurate, irrelevant, excessive, out of date, incomplete, misleading, or unlawfully obtained.
- 10.5. You may also request that we destroy or delete records of personal information that we are no longer authorised to retain.

11. COMPLAINTS

- 11.1. If at any time you believe that your personal information has been processed by us without your consent, or that your rights under POPIA or PAIA have been infringed, you may lodge a complaint with our Information Officer
- 11.2. We encourage you to first raise any concerns directly with us so that we can address them promptly and fairly.
- 11.3. If you are not satisfied with our response, you have the right to escalate the complaint to the Information Regulator. The Regulator's contact details are:

Postal Address:

P.O. Box 31533
Braamfontein
Johannesburg
2017

Street Address:

JD House, 27 Stiemens Street
Braamfontein
Johannesburg
2001

Complaints email: complaints.IR@justice.gov.za

General Enquiries email: infoereg@justice.gov.za

Website: <https://infoeregulator.org.za/>



DISCLAIMER

My AI Lawyer is a digital legal assistance service that provides users with instant access to legal guidance through an AI powered chat platform. This service is designed to offer general legal information, document assistance, and guidance on legal rights, helping Users understand their legal situations more effectively.

My AI Lawyer is not a law firm and does not provide formal legal representation. While the service offers expert-backed legal insights, it is intended for informational purposes only and should not be considered as a substitute for professional legal advice from a qualified attorney.

We care about the rights of every South African. As part of being a companion to you we strive to make the law affordable and accessible to all. This agreement has been designed with you and the protection of your rights in mind. Although our attorneys take every step to ensure that this document is accurate and up to date with the law, it is important to know that our law is constantly evolving and changing

+27 (10) 476 3280 info@myailawyer.co.za +27 (79) 058 1289

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2 Osborn Road | Houghton | Johannesburg | 2196

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My AI Lawyer is not a law firm and no attorney-client relationship is created.

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