



ALI FUND
MANAGERS

Ali Fund Managers Pty Ltd

Privacy Policy

June 2025

Privacy Policy

Ali Fund Managers Pty Ltd (AFM) (FSP License No: 54032) is committed to protecting the privacy and securing the personal and financial information of clients and website users. This Privacy Policy outlines how AFM handles your personal data in accordance with the Protection of Personal Information Act, 2013 (POPIA) and FSCA requirements.

1. Personal Information

"Personal information", as defined under POPIA, refers to information relating to an identifiable, living individual or an identifiable, existing juristic person. This includes, but is not limited to, names, identification numbers, contact details, demographic and financial data.

Regular updates to this Privacy Policy may be published and users are encouraged to consult the most recent version on the AFM website.

2. Collection of and Use of Personal Information

AFM collects your personal information for the primary purpose of delivering financial services, meeting regulatory obligations, and enhancing client interaction.

Information is collected directly from you and indirectly from third parties.

Typically, AFM may collect the following details from you:

- Name, address, telephone number;
- Email address;
- Date of birth;
- Gender;
- Occupation and job title;
- Transaction details associated with your trading through us;
- Additional information provided to us and recorded by telephone;
- Information you provided on client agreement forms;
- Financial information (bank account details, tax number, assets/liabilities, employer details);
- Investment experience;
- Company or organisational information; and
- Other related information.

We only collect personal information about you which is reasonably necessary to:

- Provide you with quality financial services;
- Assess your applications;
- Assist you with service requests;
- Communicate important updates and information;

- Support our marketing, operational planning, administration and credit control procedures; and
- Maintain up-to-date contact records.

The information we collect indirectly may include your Internet protocol (IP) address, browser type, operating system, internet service provider (ISP), time stamps, and transaction history. If your account is closed, AFM retains personal information only to the extent required by applicable law and internal retention policies.

3. Cookies

We use cookies and web beacons (also known as action tags or single-pixel gifs), and other technologies (collectively, "cookies") to provide us with data we can use to improve your experience and to understand user interaction with our services. Cookies are small text files sent from web servers that may be stored on your device.

Cookies enable us to:

- Capture how you arrived at our site;
- Recognise repeat visits;
- Track pages visited and site navigation;
- Identify if you are already logged in.

We may link information stored in cookies to personal information provided by you. This information is not shared with third parties and does not include account or password details.

We may also:

- Use third-party software to track and analyse usage metrics including page requests, forms and click paths. These third parties may set cookies on behalf of AFM and are bound by data protection standards.

All web browsers provide options to block cookies. By using our website with your browser set to accept cookies, you consent to their use as described above. Blocking cookies may affect some website functionalities.

4. Sharing Personal Information with AFM Affiliates and Non-Affiliated Third Parties

AFM does not sell, license, lease or disclose your personal information to affiliates or third parties, except under the conditions described below.

AFM may share personal information with affiliates to:

- Fulfil service requests;
- Offer additional relevant financial services.

We may engage external businesses to support internal operations such as:

- Account processing and fulfilment;
- Customer service and satisfaction surveys;
- Data analysis and service improvement.

Such providers may receive your name, contact information, and client data solely for those purposes. Non-affiliated partners may also receive limited information to promote value-added products or conduct market research, subject to confidentiality commitments.

Where appropriate, these parties:

- Must maintain confidentiality;
- May only use data for specified contractual purposes;
- Are expected to implement robust data security protocols.

If legally obligated, AFM may disclose personal information to regulators, law enforcement or government authorities. Disclosures may also occur to credit agencies or in defence of legal rights.

5. The Security of Your Personal Information

We employ a combination of technical, administrative and physical controls to safeguard your personal, financial and trading information.

Key safeguards include:

- Unique account numbers, user IDs and passwords for clients;
- Role-based access controls ensuring only authorised personnel can access account credentials;
- Secure data storage systems protected by access passwords; and
- Regular data backups stored securely off-site.

Personal and sensitive information is handled as confidential. As required by law, we retain personal data for a period of **five (5) years** following the cessation of the client relationship. After this, data is securely deleted or anonymised in line with retention policies.

Clients are responsible for maintaining the confidentiality of their login credentials. AFM encourages prompt reporting of any suspected unauthorised access.

6. Access and Correction

Written requests for access to personal data can be submitted. AFM may deny access where legally justified and will provide reasons where applicable.

Clients may request updates or corrections to information if errors or changes are identified. Verification may be required before processing.

7. Rights of Data Subjects

Under POPIA, individuals have the right to:

- Request access to personal information
- Request correction or deletion of records
- Object to processing of data for direct marketing
- Withdraw consent where applicable
- Lodge a complaint with the **Information Regulator (South Africa)**

All requests must be submitted formally and will be processed according to legal timeframes.

8. Changes and Opt-Out

This policy may be updated without prior notice. The most current version will be available on the AFM website.

Opt-out requests for non-essential communications or specific data processing activities may be submitted via the contact details provided. For joint accounts, one holder opt-out applies to all parties. Disputes relating to this policy are governed by South African law and AFM's client account terms.

If you have any questions or need further assistance, you may contact us using the details below:

Ali Fund Managers Pty Ltd (AFM)

Address: 1 Hood Avenue, Rosebank, Johannesburg, Gauteng 2196 South Africa.

Email: support@alifund.co.za

Website: www.alifund.co.za