

UMGAQO-NKQUBO WOBUMFIHLO NEECOOKIE OWENZELWE UPHANDO (“uMgaqo-nkqubo”)

Ugqibele ukuHlaziywa: ngoMatshi ka-2022

Intshayelelo:

Uphando lwethu luqhutywa yiKantar South Africa (Pty) Limited.

Siqhuba uphando lweemarike egameni lwabaxumi bethu kwaye kumaxesha amaninzi licala lomxumi elithwala uxanduva (okwaziwa njengomlawuli weengcombolo) size thina sisebenze njengeopareyitha (sikwaziwa njengabasebenzi beengcombolo).

Siyakucela ukuba ufunde lo mgaqo-nkqubo wobumfihlo ngocoselelo.

Ngeenjongo zalo Mgaqo-nkqubo, ingcaciso “yeenkukacha zobuqu” ziinkukacha ezinxulumene nomntu ophilayo kunye/okanye nenkampani, nezinokumchonga (apho kufanelekile).

Ukuqokelelwa nokusetyenziswa ngokusemthethweni:

Lo Mgaqo-nkqubo ucacisa indlela esiqokelela, esigcina nesisebenzisa ngayo iinkukacha zobuqu osibonelela ngazo xa uthatha inxaxheba kuphando lwethu oluonlayini, olwenziwa nijongene buqu, ngeposi okanye ngefowuni.

Xa siqhuba uphando, iingcali zethu zodliwanondlebe/izimemo/amaqonga ethu kunye namaxwebhu emibuzo achaza igama lethu ngokucacileyo kwaye acacisa i(ii)njongo yokuqhagamshelana kwethu nawe kwaye, ukuba kufanelekile, nenjongo yokuqokelela kwethu iinkukacha zakho zobuqu. Usenokwala ukuphendula nayiphi na imibuzo okanye urhoxe ekuthatheni inxaxheba kuphando nanini na.

Xa siqhagamshelana nawe, sidla ngokwenza oku buqu, ngefowuni, ngeimeyili okanye ngeposi, sikwenza oko ngesinye sezi zizathu zilandelayo:

Imeko	Injongo	lingcombolo eziqokelelweyo/ezisetyenziweyo	Ngokusekelwe kumthetho
Ukukumema ukuba uthathe inxaxheba kuphando lwethu	Ukunika ithuba isampuli yabantu abamele uluntu ukuba bathathe inxaxheba kuphando lwethu	Inombolo yefowuni edayeliweyo (idayelwe ngebhaqo), idilesi yeposi, iadresi yeimeyili	linzuzo ngokusemthethweni okanye imvume (njengoko kufanelekile) Sinenzuzo ngokusemthethweni yokuqhagamshelana nesampuli yabantu emela uluntu, siyimeme ukuba ithathe inxaxheba kuphononongo lwethu. I-Kantar okanye umxumi wayo inemvume yakho yokuba iqhagamshelane nawe ukuze ikumeme ukuba uthathe-inxaxheba kuphononongo.

KANTAR

Uphando	Ukuze siqonde izimvo zakho malunga neemveliso kunye neenkonzelo ezithile okanye ukuze siqonde indlela oziphatha ngayo kwiimeko ezahlukileyo. Ukuze kungqinisiswe iimpendulo, oye wazinika kuphando esisanda kuluqhuba. Ukuze silawule ukuthatha inxaxheba, umz. ukutsalwa kwamabhaso, iinzuzo, imisetyenzana eyenziwa ngaphambili, njl.njl. Ukuze kuqhagamshelwane nabathathinxaxheba kwakhona, umz. ukwenzela uphando oluqhubekayo nololandeleyo.	Isiphawuli esisodwa, iinkcukacha zoqhagamshelwano, iadresi yeimeyili, iilizwi, umfanekiso, uluvo	Ukuthatha inxaxheba ngokuzithandela kwakho kuphando apho sicela imvume yakho ukuze sisebenzise iinkcukacha zakho zobuqu.
Ukukhuselwa kuBuqhophololo	Ukukhuselwa kweenzuzo zethu zoshishino kwizenzo zobuqhophololo	Iadresi ye-IP, iimfuno zoyilo lwebhrawuza, iimfuno zoyilo lwesixhobo, iidilesi zeposi, i-adresi zeimeyili	Iinzuzo ngokomthetho – sinenzuzo ngokusemthethweni yokukhusela ishishini lethu kwizenzo zobuqhophololo okanye kwezinye izinto ezingavumelekanga.
Ukukhetheka kokuThatha iNxaxheba kuPhando	Uthintelo lokungeniswa kaninzi kwempendulo kuphando ngumntu omnye	Iadresi ye-IP, iimfuno zoyilo lwebhrawuza, iimfuno zoyilo lwesixhobo	Iinzuzo ngokomthetho – sinenzuzo ngokusemthethweni yokuthintela ukungeniswa kaninzi kweempendulo ngumntu omnye.
Ukumataniswa nokuPhuculwa kweeNgcombolo	Siphucula iingcombolo esizigcine ezifayilini ngawe ngokumatanisa iinkcukacha zakho zobuqu neminye imithombo yeengcombolo kunye namaqela angamanye aziingcaphephe zokuphathwa kweengcombolo.	Isiphawuli esisodwa, iinkcukacha zoqhagamshelwano, iadresi yeimeyili, iinkcukacha zokungena kwisoshiyali midiya, iicookie, i-ID ye-selfowuni	Ukuthatha inxaxheba ngokuzithandela kwakho kuphando apho sicela imvume yakho ukuze sisebenzise iinkcukacha zakho zobuqu
Ukulawula ukuphuma kuphando lweefowuni	Xa umntu eye wacela ukuba angafowunelwa kwakhona, sibamba iinkcukacha zakhe ukuze sikwazi ukwenza oku.	Igamma nenombolo yefowuni	Iinzuzo ngokomthetho – sinenzuzo ngokusemthethweni zokugcina iinkcukacha ukuze sizalisekise isicelo somntu.

Asisoze sikhohlise abantu ngathi okanye ngento esiyenzayo. Ukuba ufumana i-imeyili ekuxhalabisayo, ethi ivela kuthi, nceda usazise njengoko kubonisiwe ngezantsi “iNdelela yokuqhagamshelana nathi”.

Siye saqhagamshelana nawe ukuze uthathe inxaxheba kuphando olwenziwa ngefowuni, ngeposi, buqu okanye onlayini ngokuthi

- ✦ Sinkqonkqoze ecangweni lakho ngebhaqo
- ✦ Sifowunele inombolo yakho ngebhaqo sisebenzisa iRandom Digit Dialler (RDD)
- ✦ Sifumane iinkcukacha zakho zoqhagamshelwano kulo mxumi simqhubela uphando, ekusenokuba ubhalise kuye, ufumene iimveliso okanye iinkonzelo kuye okanye udla ngokusebenza naye
- ✦ Sithenge isampuli kumboneleli weesampuli
- ✦ Sifumane iinkcukacha zakho zobuqu koovimba abafumanekayo eluntwini
- ✦ Sifumane iinkcukacha zakho zoqhagamshelwano kumntu obiza abantu okhe waqhagamshelana nawe
- ✦ Okanye uye wavuma ngaphambili ukuba siqhagamshelane nawe kwakhona ukuze ube nokuthatha inxaxheba kolunye uphando olwenziwayo

KANTAR

Amaqela angamanye kunye nokugqithiselwa kweengcombolo ngaphaya kwemida yeli:

Siqokelela size sisebenze iinkcukacha zobuqu ngezi njongo zichazwe ngentla, kodwa asabelani ngeenkcukacha zakho zobuqu kwaye asizithengisi kumaqela angamanye, ngaphandle kokuba oku kufunwa ngumthetho, okanye uvumile ukuba sikwenze oko.

Iinkcukacha zakho zobuqu zisenokuqokelelwa, zigcinwe, zigqithiswe okanye zisetyenzwe ziinkampani esihlobene nazo, ezilapha kwiqela leKantar, okanye kubaboneleli beenkonzo abangabanye ngeenjongo ezinxulumene nophando, njengokusetyenzwa kweengcombolo, kunye nokuzalisekiswa kokutsalwa kwabawine amabhaso okanye ezinye iinzuzo ngaphakathi nangaphandle kweli lizwe uhlala kulo. Onke la maqela abophelekile ngesivumelwano ukuba agcine naziphi iinkcukacha aziqokelelayo nazivezayo kuthi, okanye esiziqokelelayo nesizivezayo kuwo, ziyimfihlelo kwaye kumele azikhusele ngemigangatho nezithethe zokhuseleko ezilingana nezethu. Ukuba iinkcukacha zobuqu ziye zagqithiselwa, zagcinwa okanye zasetyenzwa kummandla ongaphandle kwelizwe ohlala kulo (njengoko kufanelekile) kwaye la mmandla awuthathwa njengobonelela ngokhuseleko olwaneleyo lweenkcukacha zobuqu, siya kumisela amanyathelo ezomthetho afanelekileyo. Umzekelo, amagatya ezivumelwano agunyazisiweyo kunye nabanye oogunyaziwe abafanelekileyo, ukusebenza namaqela aye asebenzisa imigaqo yeenkampani ezizibophelelo okanye ezinye iinkqubo ezisebenza phakathi kwamaqela, ukufumana imvume yakho yokugqithisa iinkcukacha zobuqu, apho ugqithiso luyimfuneko ukwenzela ukusebenza kwesivumelwano esiphakathi kwethu okanye apho kungenwe kwisivumelwano egameni lakho okanye apho ugqithiso beluyimfuneko ukuze kumiselwe, kwenziwe okanye kukhuselwe amabango asemthethweni.

Ubumfihlo, ukhuseleko kunye neemfuno zoshishino:

Sinamanyathelo afanelekileyo ezobuchwepheshe nezolawulo lweenkampani ukuze sikhusele iinkcukacha zakho zobuqu kwaye sithathe onke amanyathelo afanelekileyo okuqinisekisa ukuba iinkcukacha zakho zobuqu zisetyenzwe ngokukhuselekileyo. Zonke iinkcukacha osinike zona zigcinwa kwiiseva nakwiindawo ezinqatyisiweyo. Ngelishwa akukho gqithiselo lweengcombolo unokunikwa isiqinisekiso sokuba lunqatyiswe ngokupheleleyo (100%). Ngenxa yoko, ngelixa sizungula ukukhusela iinkcukacha zakho zobuqu, asinako ukukuqinisekisa ngokunqatyiswa kwazo naziphi na iinkcukacha ozigqithisela kuthi okanye ezivela kwiimveliso neenkonzo ezionlayini, kwaye uwuthabathela kuwe umngcipheko wokwenza oko. Sakube sizifumene iinkcukacha ozigqithiseleyo, siza kuthatha amanyathelo afanelekileyo ukuqinisekisa ukuba iisistimu zethu zinqatyisiwe.

Onke amaqela angamanye angonookontraka, ababoneleli beenkonzo zesayithi kunye nabasebenzi bayanyanzeleka ngokwesivumelwano ukuba balandele imigaqo-nkqubo kunye neenkqubo ezimayelana neemfihlelo, ukhuseleko kunye nobumfihlo.

Sibambelela kwezi mfuno zilandelayo zecandelo loshishino:

- ✦ I-GDPR, i-UK Data Protection Act 2018, i-EU GDPR, iProtection of Personal Information Act 4 of 2013, nayiphi na imithetho efanelekileyo yasekuhlaleni yokhuseleko lweengcombolo nayo nayiphi na imithetho elandelayo, enokuthi itshintshwe kumaxesha ngamaxesha.
- ✦ Silandela iMigaqo yeNdelela Yokuziphatha esesikweni ye-MRS ne-ESOMAR.

Sidibanisa iimpendulo zakho zophando kuphando oluthile kunye neempendulo zabanye abathatha inxaxheba size sense ingxelo ehlanganisiweyo yeempendulo kumxumi osiqeshele olu phononongo, ngaphandle kokuba ummiselo omnye okanye ngaphezulu kule ilandelayo uye wafezekiswa.

Izinto ezingaqukwayo ngeemeko apho sinokuveza iinkcukacha zakho zobuqu okanye iimpendulo zophando kumaqela angamanye zezi zilandelayo:

KANTAR

- ✦ Uyacela okanye uyavuma ukuba sabelane ngeenkukacha ezikuphawulayo kunye/okanye neempendulo ezizezakho kumaqela angamanye ngeenjongo ezichaziweyo.
- ✦ Xa sinikeza ngeempendulo zakho kwiqela elilelinye elisebenza iingcombolo nelibopheleleke ngesivumelwano ukuba ligcine ezi nkukacha zivezwe kulo ziyimfihlelo kwaye lizisebenzise kuphela ngeenjongo zophando okanye zobalo-manani.

Ukuvezwa kweecookie (kuphela kubathathi-nxaxheba bophando oluonlayini):

Icookie ziifayile ezincinci zemibhalo ezigcinwa kwikhompyutha okanye kwisixhobo sakho yiwebhusayithi eyabela i-ID yomsebenzisi engamanani negcina iinkukacha ezithile malunga nokubhrawuza kwakho onlayini. Zisetyenziswa ngabayili beewebhusayithi ukuze zince abasebenzisi bahlolahlole iwebhusayithi kakuhle kwaye benze nemisebenzi ethile. Iwebhusathi ithumela iinkukacha kwibhrawuza, ize yona iyile ifayile yemibhalo. Qho umsebenzisi ebuyela kwiwebhusayithi enye, ibhrawuza itsala le fayile ize iyithumele kwiseva yewebhusayithi.

Asizisebenzisi iicookie kuphando oluonlayini oluqhelekileyo lwangaphakathi enkampanini. Apho kufunwa iicookie khona liqonga leqabane, oku kwaziswa ngesaziso/ngomgaqo-nkqubo wobumfihlo welo qonga.

Ngophando lokulandelela imikhwa yabantu, sisebenzisa iicookie ezinganyanzelekanga / ii-aplikheshini zesoftwe, kodwa kuphela ukuba uye wanika imvume ecacileyo kwezo cookie / kwezo aplikheshini.

Siqokelela iinkukacha ezithile ngokuzenzekelayo size sizigcine kwiifayile zeengcombolo zophando, njengoko kusenziwa kuninzi lophando. Ezi nkukacha zisenokuquka izinto ezifana neadresi yeInternet Protocol (IP address), uhlobo lwebhrawuza, i-Internet Service Provider (ISP); iipheyiji ezikugqithiselayo/zokuphuma, iinkqubo ekusetyenzwa ngazo kunye nesitampo somhla/sexesha.

Sisebenzisa ezi nkukacha ziqokelelwa ngokuzenzekelayo ukuhlalutya okwenzekayo mvanje okufana nokusetyenziswa kwebhrawuza nokulawula isayithi, umz. ukwandisa indlela olufunyaniswa ngayo uphando ngokuxhomekeke kuhlobo lwebhrawuza. Sisenakho nokusebenzisa iadresi yakho ye-IP ukujonga ukuba ingaba le adresi ye-IP ibikhe yathatha inxaxheba kaninzi na kuphando.

Ukuchaneka:

Sithatha onke amanyathelo afanelekileyo ukugcina iinkukacha zakho zobuqu zichanekile, ziphelele, zizezamvanje kwaye zifanelekile, ngokusekelwe kwezona nkukacha zamvanje esizinikiweyo. Ukuba ungathanda ukuhlaziya iinkukacha zakho zobuqu, nceda uqhagamshelane nathi usebenzisa ezi nkukacha zinikezwe ngezantsi.

Sithembele kuwe ukuba usincede sigcine iinkukacha zakho zobuqu zichanekile, ziphelele kwaye zizezamvanje ngokuphendula imibuzo yethu ngokunyaniseka kwaye unoxanduva lokuqinisekisa ukuba elo qela linoxanduva lwalo msebenzi (elisenokuba sithi – kumaxesha amaninzi – umxumi wethu) liyaziswa ngalo naluphi na uhlaziyo okanye iinguqu kwiinkukacha zakho zobuqu.

Ukuqokelelwa kweengcombolo zabantwana:

Asikhe simeme ngabom abantwana abangaphantsi kweminyaka eli-18 ubudala ukuba bathathe inxaxheba kuphando ngaphandle kwemvume yomntu omdala. Ukuba yimfuneko kwaye kufanelekile kwiprojekthi ethile ukuba kubandakanywe ngqo abantwana abangaphantsi kweminyaka eli-18 ubudala, sithatha amanyathelo okuqinisekisa ukuba siye sanikwa imvume ngumntu omdala onoxanduva lwaloo mntwana. Asizithengisi iinkukacha zobuqu zabantwana.

KANTAR

Ukuqokelelwa kweenkcukacha ezikhethekileyo:

Kuphando lwethu sisenokucela ukuqokelela iinkcukacha zobuqu ekuthiwa “ziindidi ezikhethekileyo” zeenkukacha zobuqu. Oku kuquka imvelaphi ngokohlanga okanye ngokubuzwe, izimvo zezepolitiki, ezenkolo okanye iinkolelo ngobomi, okanye ubulungu kwiyuniyoni, iingcombolo zemfuza, iingcombolo zokuphawulwa ngokwasemzimbeni ngeenjongo zokuphawula umntu odaliweyo, iingcombolo ezimayelana nempilo okanye iingcombolo ezimayelana nemikhwa yokwabelana ngesondo okanye nendlela umntu akhetha ngayo amaqabane. Uya kuhlala ukwazi ukukhetha ukuba ingaba ungasinika iingcombolo kusini na ukuba zisetyenziswe njengoko kuchaziwe.

Amalungelo abantu:

Ukucela ukufikelela kwiinkcukacha zobuqu ezibanjiweyo ngawe, kufanele ungenise isicelo sakho ngembalelwano kule adresi yeimeyili okanye kwidilesi yeposi eboniswe ngezantsi “kuIndlela yokuqhagamshelana Nathi”. Xa usenza isicelo, kufanele utsho ukuba leliphu icandelo leKatar owenza isicelo kulo (kunye, umzekelo, ne-ID okanye isiphawuli sengcali yakho ekwiphaneli).

Ukuba uqhagamshelana nathi usebenzisa iadresi yeimeyili okanye iinkcukacha zoqhagamshelwano ezingekho kwiirekhodi zethu, kuza kufuneka usinike nekopi yesazisi sakho esisebenzayo esikhutshwa ngurhulumente okanye esisesikweni (esifana nelayisensi yokuqhuba okanye ipasipoti).

Unala malungelo alandelayo ngokuphathelele kwiinkcukacha zakho zobuqu:

- ✦ Ilungelo lokutshintsha ingqondo nokurhoxisa imvume yakho
- ✦ Ilungelo lokufikelela kwiinkcukacha zakho zobuqu
- ✦ Ilungelo lokulungisa iinkcukacha zakho zobuqu
- ✦ Ilungelo lokucima iinkcukacha zakho zobuqu kwiisistimu zethu, ngaphandle kokuba sinezizathu zeenzuzo ezisemthethweni ngokuqhubeka nokusebenza iinkcukacha
- ✦ Ilungelo lokugqithisela iinkcukacha zakho zobuqu (ilungelo lokugqithiseleka)
- ✦ Ilungelo lokunyina ukusetyenzwa kweenkcukacha zobuqu
- ✦ Ilungelo lokwala ukusetyenzwa kweenkcukacha zakho zobuqu
- ✦ Ilungelo lokuba ungacalucalulwa ngokusebenzisa nawaphi na amalungelo afumanekayo kuwe phantsi kwemithetho efanelekileyo yokhuseleko lweengcombolo

Ukuba kukho isidingo, siza kwazisa nawaphi amanye amaqela njengababoneleli okanye ababoneleli-nkonzo bethu esithe sagqithisela kubo iinkcukacha zakho zobuqu ngazo naziphi na iinguqu esizenzayo xa usenza isicelo. Qaphela ukuba nangona sinxibelelana nala maqela angamanye, asinabutyala ngamanyathelo athathwa ngala maqela angamanye ukuze aphenule isicelo sakho. Usenokukwazi ukufikelela kwiinkcukacha zakho zobuqu ezibanjwe ngala maqela angamanye kwaye uzilungise, uzitshintshe okanye uzicime apho zineendawo ezingachanekanga.

Ukugcinwa nokuhlala kweengcombolo:

Iinkcukacha zobuqu ziya kuhlaliswa kuphela kangangexesha elifanelekileyo ngale nto zijongwe ukusetyenziselwa yona nangokomthetho, kule meko siza kuhlalisa iingcombolo ixesha elingadlulanga kwiinyanga ezili-12, ngaphandle kokuba umthetho ufuna senze ngokwahlukileyo. Iinkcukacha zobuqu ezingasafunekiyo ziya kulahlwa ngeendlela eziqinisekisa ukuba ubumfihlo bazo abubekwa esichengeni.

Njengenxalenye yesicwangciso sokuqhubeka kweShishini leNkampani nanjengoko kufuneka ngokwezatifiketi ze-ISO 27001, i-ISO 9001, i-ISO 20252 ezo zikhoyo, kwaye kwiimeko ezithile umthetho, iisistimu zethu zekhompuyutha zineekopi ezibekiweyo nezikuvimba. Aba vimba bayahlaliswa kangangexesha elichaziweyo

KANTAR

kwindawo elawulwa ngokungqongqo. Bakuphelelwa, iingcombolo ziyacinywa ize le nto zihleli kuyo itshatyalaliswe ukuqinisekisa ukuba iingcombolo zicinywe ngokupheleleyo.

Ukwazisa ngeenguqu ezenza umahluko:

Umgaqo-nkqubo wethu wobumfihlo uhlala usenziwa uhlolo, kwaye usenokutshintshwa kumaxesha ngamaxesha. Siya kuhlala sinomgaqo-nkqubo ohlaziyekileyo kule pheji yewebhusayithi. Siya kubhala phantsi ukuba sigqibele nini ukuwuhlaziya lo mgaqo-nkqubo.

Umhla oyilwe ngawo: 13/06/2011

Ugqibele ukuhlaziya: 28/09/2021

Ukwenziwa kwesigqibo / ukuqulunqwa kweprofayili ngekhompyutha:

Kwiimeko ezithile siza kwenza ukuthathwa kwesigqibo okanye iprofayili yakho ngekhompyutha. Kodwa ke, kwiimeko ezininzi oku akusayi kuphela ngokuthathwa kwezigqibo ngawe ezibalulekileyo ngokwasemthethweni. Unelungelo lokwenza isibheni ukuba nasiphi na isigqibo sekhompyutha esithathwe ngawe sibalulekile ngokwasemthethweni. Ukuba unemibuzo onayo ngoku, nceda uqhagamshelane nathi.

Indlela yokuqhagamshelana nathi:

Ukuba ayikonwabisi indlela esizisebenze ngayo iinkcukacha zobuqu, singathanda ukufumana ithuba lokuyilungisa loo nto. Ungaqhagamshelana nathi ku-PrivacyRSA@Kantar.com. Unakho nokuqhagamshelana neGosa loKhuselo lweeNgcombolo lethu, uRavinder Roopra, e-DataProtection@Kantar.com. IGosa loKhuselo lweeNgcombolo lethu lihlola ukuthobela kwethu iMithetho yoKhuselo lweeNgcombolo kunye nomgaqo-nkqubo wobumfihlo wethu kwaye ngumntu wethu ekuqhagamshelwana naye ngoosomagunya abaphetheyo ngemiba enxulumene neenkukacha zobuqu.

Izikhhalazo kunye nokuvezwa kwenyani ezingqalileyo kwelo zwe:

Ukuba ayikonwabisi indlela esizisebenze ngayo iinkcukacha zobuqu, singathanda ukufumana ithuba lokuyilungisa loo nto. Nceda uqhagamshelane nathi ku-info@kantar.com kwaye siya kuthuma umntu othile aqhagamshelane nawe. Kodwa ke unalo ilungelo lokukhalaza kusomagunya ophetheyo ofana noMlawuli weeNkcukacha, iinkcukacha zakhe zingafunyanwa ku-<https://www.justice.gov.za/inforeg/contact.html>

SiyiKantar Group Company. Igama lethu elibhalisiweyo kunye nedilesi yethu ithi, Kantar South Africa (Pty) Limited, 4 Roggebaai Place, Foreshore, Cape Town 8001