

UBUMFIHLO NENQUBOMGOMO YAMAKHUKHI YEZINHLOLOVO (“Inqubomgomo”)

Igcine ukubuyekwezwa: Mashi 2022

Isingeniso:

Izinhlolovo zethu zenziwa yi-Kantar South Africa (Pty) Limited.

Senzela amakhasimende ethu ucwaningo lwezimakethe futhi ngokuvamile, ikhasimende yilona elinegunya (okwaziwa nangokuthi umlawuli wedatha) futhi thina sisebenza njengomsingathi wolwazi (owaziwa nangokuthi umcubunguli wedatha).

Sicela ukuthi ufunde le nqubomgomo yobumfihlo ngokucophelela.

Ngezinjongo zale Nqubomgomo, incazelo “yolwazi lomuntu siqu” ulwazi oluphathelele futhi olungagagula umuntu ophilayo kanye/noma inkampani (uma kufanele).

Ukuqongelelwa nokusetshenziswa okusemthethweni:

Le Nqubomgomo ichaza ukuthi siluqongelela, silugcine futhi silusebenzise kanjani ulwazi lomuntu siqu oluhlizekayo uma wenza inhlolovo yethu ku-inthanethi, ubuso nobuso, ngeposi, noma ngocingo.

Uma senza izinhlolovo, abantu bethu ababuza imibuzo/izimemo/amapulatifomu ethu namaphepha emibuzo asiveza ngokucacile futhi achaza izinhloso zethu zokuxhumana nawe, futhi uma kufanele, achaze nenhloso yokuqongelela kwethu ulwazi lwakho lomuntu siqu. Ungase wenqabe ukuphendula noma imiphi imibuzo noma uhoxe ekubambeni iqhaza kunhlolovo nganoma isiphi isikhathi.

Uma sixhumana nawe, ngokuvamile ngokuqondile, ngocingo, nge-imeyili noma ngeposi, sikwenza lokho ngenxa yenye yezinhloso ezilandelayo:

Isimo	Inhloso	Idatha eqongelelwayo/ecutshungulwayo	Isisekelo Esingokomthetho
Ukukumema ukuba ubambe iqhaza kuzinhlolovo zethu	Ukunikeza ithuba lokuthi iqenjana elimelela abantu libambe iqhaza kuzinhlolovo zethu	Inombolo yocingo eshayiwe (eshaywe ngokungahleliwe), ikheli leposi, ikheli le-imeyili.	Isigunyazo noma intshisekelo esemthethweni (uma idingeka) Sinentshisekelo esemthethweni sokuxhumana neqenjana elimelela abantu futhi sibamelele ukuba babambe iqhaza kuzinhlolovo zethu. I-Kantar noma ikhasimende layo inemvume yakho yokuxhumana nawe ukuze ikumeme ukuba ubambe iqhaza kunhlolovo.
Izinhlolovo	Ukuqonda imibono yakho mayelana nemikhiqizo ethile namasevisi noma ukuqonda ukuziphatha kwakho ezimweni ezihlukene. Ukuqinisekisa izimpendulo ozinikeze kunhlolovo yakamva esiyenzile. Ukusingatha ukubamba iqhaza esib., ukutomula imiklomo, isinxephezelo, imisebenzi ekhishwa kusengaphambili njll.	Isihlonzi esiyinqayizivele, imininingwane yokuxhumana, ikheli le-imeyili, izwi, isithombe, umbono	Ukubamba iqhaza ngokuzithandela kunhlolovo lapho sicela khona imvume yakho yokusebenzisa ulwazi lwakho lomuntu siqu.

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	Ukuxhumana futhi nababambiqhaza isib., ngezinhlovo eziqhubekayo nezokulandelela.		
Ukukhwabanisa isivikelo	Ukuvikela ibhizinisi lethu ekuziphatheni kokukhwabanisa	Ikheli le-IP, imidanti yebhrawuza, imidanti yedivayisi, amakheli eposi, amakheli e-imeyili	Intshisekelo esemthethweni – sinentshisekelo esemthethweni yokuvikela ibhizinisi lethu ekukhwabaniseni noma kokunye ukuziphatha okunqatshelwe.
Ukuba yingqayizivele kokubamba iqhaza	Ukunqanda ukungena kaningi komuntu ofanayo kuzinhlovo	Ikheli le-IP, imidanti yebhrawuza, imidanti yedivayisi	Intshisekelo esemthethweni – sinentshisekelo esemthethweni yokunqanda ukungena kaningi komuntu ofanayo.
Ukufanisa idatha nokuyinithisa	Sinithisa idatha esiyigcinayo mayelana nawe ngokuqathanisa ulwazi lwakho lomuntu siqu neminye imithombo yedatha nezinkampani zangaphandle ezisebenza ngokuphatha idatha.	Isihlonzi esikhethekile, imininingwane yokuxhumana, ikheli le-imeyili, ukungena ezingosini zokuxhumana, amakhukhi, i-ID yedivayisi yeselula	Ukubamba iqhaza ngokuzithandela kunhlovo lapho sicela khona imvume yakho yokusebenzisa ulwazi lwakho lomuntu siqu.
Ukusingatha ukukhetha ukuphuma ngocingo kuzinhlovo	Uma umuntu eceleni ukuthi angaphinde ashayelwe ucingo futhi, sigcina imininingwane yakhe ukuze sikwazi ukwenza kanjalo.	Igama nenombolo yocingo	Intshisekelo esemthethweni – sinentshisekelo esemthethweni yokugcina ulwazi ukuze sifezekise izicelo zabantu.

Ngeke siphambane nezinhloso zethu noma lokho esikwenzayo. Uma uthola i-imeyili ekukhathazayo, ethi ivela kithi, sicela usazise njengoba kuboniswe ngezansi kwesithi “Indlela yokuxhumana nathi”.

Sixhumane nawe ukuze ubambe iqhaza kunhlovo ngocingo, ngeposi, ubuso nobuso noma ku-inthanethi ngokuthi

- ✦ Sikuvakashele kwakho ungalindele
- ✦ Sikushayele ucingo ungalindele sisebenzisa i-Random Digit Dialler (RDD)
- ✦ Sithole imininingwane yokuxhumana nawe kukhasimende esilenzela inhlovo, okungenzeka ubhalise kulo, uthola izimpahla noma amasevisi avela kulo noma owake wasebenzelana nalo ngezinye izindlela
- ✦ Sithenge isampula kumhlinzeki wamasampula
- ✦ Sithole ulwazi lwakho emithonjeni etholakala emphakathini
- ✦ Sithole ulwazi lokuxhumana nawe kumbuthi obelokhu exhumana nawe
- ✦ Noma ngaphambilini wavuma ukuthinta futhi uma kunethuba lokubamba iqhaza kwezinye izinhlovo

Izinkampani zangaphandle nokudluliselwa kwedatha ngaphesheya kwemingcele:

Siqoqa futhi sicubungule ulwazi lomuntu siqu ngezinhloso ezichazwe ngenhla, kodwa asabelani noma sithengise ulwazi lwakho lomuntu siqu kunoma iziphi izinkampani zangaphandle, ngaphandle uma kufunwa umthetho, noma nawe uvumile ngandlela-thile.

Ulwazi lwakho lomuntu siqu lungase luqoqwe, lugcinwe, ludluliswe noma lucutshungulwe yizinkampani ezingozakwethu eqenjini le-Kantar, noma abahlinzeki besevisi bezinkampani zangaphandle ngezinhloso zenhlovo, njengokucubungula idatha, nokwenza imitomulo yemiklomo noma ezinye izikhuthazo ezweni lakini noma ngaphandle. Wonke amaqembu aboshwa yinkontileka ukuba agcine noma iluphi ulwazi aluqoqayo nasidalulela

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Iona, noma esiluloqayo futhi siludalule kuwo, luyimfihlo futhi kufanele aluvikele ngemithetho nezinqubo zokuphepha ezifana nezethu. Uma ulwazi lwakho lomuntu siqu ludluliselwa, lugcinwa, noma lucutshungulwa ngandlela-thile ngaphandle kwezwe lakini (uma kufanele) futhi leyo ndawo ingabhekwa njengenikeza isivikelo esanele solwazi lomuntu siqu, sizothatha isinyathelo esifanele sezomthetho. Isibonelo, amabinzana ajwayelekile ezinkontileka agunyaziwe kanye nezinye iziphathimandla ezifanele, ezisebenza namaqembu asebenzisa imithetho yebhizinisi eyisibopho noma ezinye izinqubo zangaphakathi kweqembu, ezithola imvume yakho yokudlulisa ulwazi lomuntu siqu, lapho kudingeka khona ukudluliswa kwalo ukuzwe kufezekiswe isivumelwano phakathi kwethu noma lapho kwenziwe khona isivumelwano egameni lakho, noma lapho kudingeka khona ukudluliswa ukuze kusungulwe, kusetshenziswe noma kuvikelwe noma iziphi izimangalo zezomthetho.

Ubumfihlo, ukuvikeleka nezimfuneko zemboni:

Sinezinyathelo ezifanele zobuchwepheshe nezenhlangano zokuvikela ulwazi lwakho lomuntu siqu futhi sithatha zonke izinyathelo ezifanele zokuqinisekisa ukuthi ulwazi lwakho lomuntu siqu lucutshungulwa ngendlela evikelekile. Lonke ulwazi osinika lona lugcinwa kumaseva nasezindaweni ezivikelekile. Ngeshwa, akukho ukudluliswa kwedatha okungaqinisekiswa ukuthi kuvikeleke ngo-100%. Ngenxa yalokho, yize silwela ukuvikela ulwazi lwakho lomuntu siqu, asikwazi ukuqinisekisa ukuvikeleka kwanoma iluphi ulwazi oludlulisela kithi noma oluvela emikhizweni noma kumasevisi ethu ku-inthanethi, ngakho lokhu ukwenza ngokuzithandela wazi izingcuphe. Uma sesamukele ulwazi lwakho oludlulisiwe, sizothatha izinyathelo ezifanele zokuqinisekisa ukuthi amasistimu ethu avikelekile.

Bonke osonkontileka abangaphandle, abahlinzeki bamasevisi kusayithi kanye nezisebenzi baboshwa yinkontileka ukuba balandele izinqubomgomo zethu nezinqubo mayelana nokugcina ulwazi lungadaluliwe, ukuvikeleka nobumfihlo.

Sinamathela ezimfunekweni ezilandelayo zezemboni:

- ✦ I-GDPR, uMthetho Wase-UK Wokuvikelwa Kwedatha ka-2018, i-GDPR yase-EU, uMthetho Wokuvikelwa Kolwazi Lomuntu Siqu 4 ka-2013, noma imiphi imithetho yendawo yokuvikelwa kwedatha kanye nemithetho ezolandela ngemuva kwayo, engase ichitshiyelwe ngezikhathi ezithile.
- ✦ Silandela iMithetho Yokuziphatha yomsebenzi ye-MRS ne-ESOMAR.

Sihlanganisa izimpendulo zakho zenhlolovo ethile nezimpendulo zabo bonke abanye ababamba iqhaza futhi sibike lezo zimpendulo ezihlanganisiwe kukhasimende eliyalele ucwaningo, ngaphandle uma kuhlangatshezwana nombandela owodwa noma ngaphezulu kwelandelayo.

Okuwukuphela kwesimo esihlukile lapho singadalula khona ulwazi lwakho lomuntu siqu noma izimpendulo zenhlolovo ezinkampanini zangaphandle kulapho:

- ✦ Ucela khona noma uvuma ukuba kwabiwe ulwazi olukugagulayo kanye/noma izimpendulo zomuntu siqu nenkampani yangaphandle ngenjongo ekhethekile.
- ✦ Uma sinikeza izimpendulo zakho umcubunguli wangaphandle oboshwa yisivumelwano ukuba agcine ulwazi oludaluliwe luyimfihlo futhi alusebenzisele izinhloso zocwaningo noma zezibalo kuphela.

Ukudalula amakhukhi (kubabambiqhaza benhlolovo ku-inthanethi kuphela):

Amakhukhi amafayela amancane ombhalo kukhompuyutha noma kudivayisi yakho agcinwa yiwebhusayithi ewanikeza i-ID yomsebenzisi eyinombolo futhi agcina ulwazi oluthile mayelana nokubhrawuza kwakho i-inthanethi. Asetshenziswa onjiniyela bewebhu ukusiza abasebenzisi bapheqe amawebhusayithi abo kalula futhi benze imisebenzi ethile. Iwebhusayithi ithumela ulwazi kubhrawuza bese yona yakha ifayela lombhalo. Njalo uma

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umsebenzisi ebuyela kuwebhusayithi efanayo, ibhrawuza ilanda futhi ithumele leli fayela kuseva yewebhusayithi.

Asiwasebenzisi amakhukhi kuzinhlobo ezivamile ze-inthanethi zalapha kithi. Uma amakhukhi edingwa yipulatifomu kazakwethu, lokhu kulawulwa yisaziso/yinqubomgomo yobumfihlo baleyo pulatifomu.

Ukuze senze izinhlovo zokulandelela ukuziphatha, sisebenzisa amakhukhi okuzithandela / izinhlelo zosofthiwe, kodwa kuphela uma unikeza imvume ecacile yalawo makhukhi / yalezo zinhlelo.

Njengoba kunjalo ngezinhlobo eziningi zaku-inthanethi, siqoqa ulwazi oluthile ngokuzenzekelayo futhi silugcine kumafayela edatha yenhlobo. Lolu lwazi lungase lufake izinto ezinjengekheli le-Internet Protocol (ikheli le-IP), uhlobo lwebhrawuza, uMhlinzeki Wesevisi Ye-inthanethi (i-ISP), amakhasi akuthumelayo/akukhiphayo, isistimu yohlelo kanye nesitembu sosuku/nesikhathi.

Sisebenzisa ulwazi oluqoqwe ngokuzenzekelayo ukuhlaziya imikhuba enjengokusebenzisa ibhrawuza nokunakela isayithi, isib., ukuthuthukisa inhlobo kuye ngohlobo lwakho lwebhrawuza. Futhi singase sisebenzise ikheli lakho le-IP ukuhlola ukuthi ingabe kube nokubamba iqhaza kaningi kunhlobo oluvela kuleli kheli le-IP.

Ukunemba:

Sithatha izinyathelo ezifanele ukugcina ulwazi lwakho lomuntu siqu lunembile, luphelele, lungolwamuva futhi lufanele, ngokusekelwe olwazini lwakamuva esilunikeziwe. Uma ungathanda ukushintsha ulwazi lwakho lomuntu siqu, sicela uxhumane nathi usebenzisa imininingwane enikezwe ngezansi.

Sincike kuwe ukuba usisize sigcine ulwazi lwakho lomuntu siqu lunembile, luphelele futhi lungolwakamuva ngokuphendula imibuzo yethu ngokuthembeka futhi unomthwalo wokuqinisekisa ukuthi abaphethe inhlobo (okungase kube yithi noma - njengokuvamile - ikhasimende lethu) bayaziwa nganoma yiziphi izinguquko noma ukushintsha kolwazi lwakho lomuntu siqu.

Ukuqoqwa kwedatha yezingane:

Asizimemi ngamabomu izingane ezingaphansi kweminyaka eyi-18 ubudala ukuba zibambe iqhaza kuzinhlobo ngaphandle kwemvume. Uma kudingeka futhi kufaneleka kuphrojekthi ethile ukuba kufakwe ngokuqondile izingane ezingaphansi kweminyaka eyi-18 ubudala, sithatha izinyathelo zokuqinisekisa ukuthi sinikezwe imvume umuntu omdala ongumnakekeli. Asiluthengisi ulwazi lomuntu siqu lwezingane.

Ukuqoqa ulwazi olukhethekile:

Kunhlobo yethu singase sicele ukuqoqa ulwazi lomuntu siqu olufakwa “ezigabeni ezikhethekile” zolwazi lomuntu siqu. Lokhu kufaka indabuko yobuzwe noma yobuhlanga, imibono yepolitiki, izinkokhelo zokholo noma ze-filosofi, noma ubulungu benyunyana, idatha yofuzo, idatha yemininingwane yomuntu ngezinjongo zokugagula umuntu, idatha ephathelene nempilo noma idatha ephathelene nempilo yezocansi yomuntu noma lokho akuncamelayo kwezocansi. Uzokwazi njalo ukukhetha ukuthi uyayinikeza yininoma cha le datha ukuze isetshenziswe njengoba sekuchaziwe.

Amalungelo abantu:

Ukuze ucele ukubona ulwazi lomuntu siqu esilugcinile ngawe, kufanele uthumele isicelo ngencwadi ekhelini le-imeyili noma ekhelini leposi eliboniswe ngezansi kwesithi “Indlela Yokuxhumana Nathi”. Uma wenza isicelo,

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kufanele ubonise isigaba se-Kantar owenza isicelo kuso, futhi, ngokwesibonelo, i-ID yakho yephaneli noma esinye isihlonzi).

Uma uxhumana nathi usebenzisa ikheli le-imeyili noma imininingwane yokuxhumana esingenayo, kuzodingeka unikeze nekhophi kamazisi okhishwe uhulumeni noma osemthethweni (njengelayisense yokushayela noma iphasipothi).

Unamalungelo alandelayo ngokuphathelene nolwazi lwakho lomuntu siqu:

- ✦ Ilungelo lokushintsha umqondo futhi uhoxise imvume yakho
- ✦ Ilungelo lokufinyelela olwazini lwakho lomuntu siqu
- ✦ Ilungelo lokulungisa ulwazi lwakho lomuntu siqu
- ✦ Ilungelo lokusula ulwazi lwakho lomuntu siqu kumasistimu ethu, ngaphandle uma sinezizathu ezifanele zokuqhubeka sicubungula lolo lwazi
- ✦ Ilungelo lokudlulisa ulwazi lwakho lomuntu siqu (ilungelo lokudlulisa)
- ✦ Ilungelo lokulinganisela ukucutshungulwa kolwazi lwakho lomuntu siqu
- ✦ Ilungelo lokwenqaba ukucutshungulwa kolwazi lwakho lomuntu siqu
- ✦ Ilungelo lokungacwaswa ngokusebenzisa noma imaphi amalungelo onawo ngaphansi kwemithetho esebenzayo yokuvikelwa kolwazi

Uma kudingeka, sizokwazisa noma ibaphi abanye abantu njengabaphakeli bethu noma abahlinzeki besevisi esidlulisela kubo ulwazi lwakho lomuntu siqu nganoma iziphi izinguquko esizenzayo uma wenza isicelo. Qaphela ukuthi nakuba sixhumana nalezi zinkampani zangaphandle, asinalo icala ngezinyathelo ezithathwa yilezi zinkampani ukuphendula isicelo sakho. Ungase ukwazi ukuthola ulwazi lwakho lomuntu siqu olugcinwe yilezi zinkampani futhi ululungise, ulushintshe noma ulusule uma lunganembile.

Ukugcina nokulondolozwa kwedatha:

Ulwazi lomuntu siqu luzogcinwa kuphela isikhathi esifanele ngokuvumelana nokusetshenziswa kwalo okuhlo-siwe nokusemthethweni, kulesi simo sizogcina idatha isikhathi esingeqi ezinyangeni eziyi-12, ngaphandle uma kudingwa umthetho. Ulwazi lomuntu siqu olungasadingeki luzolahlwa ngezindlela eziqinisekisa ukuthi ubumfihlo balo abuthathwa budedengu.

Njengengxenye yohlelo loKuqhubekisela Phambili Ibhizinisi Lenkampani futhi njengoba kudingwa yizigunyazo ze-ISO 27001, ISO 9001, ISO 20252 lapho kufaneleke khona, futhi kwezinye izimo kudingwa umthetho, amasistimu ethu ama-elektronikhi ayagcinwa futhi kwenziwe izipele zawo. Lezi zipele zigcinwa isikhathi esingangqunyiwe endaweni elawulwa ngemithetho eqinile. Uma isiphelelwe yisikhathi, idatha iyasulwa, futhi imidiya engokoqobo iyashatshalaliswa ukuinisekisa ukuthi idatha isulwe ngokuphelele.

Isaziso sezinguquko zokuqukethwe:

Sigcina inqubomgomo yethu yobumfihlo ibuyekwezwa njalo, futhi ingase ichitshiyelwe ngezikhathi ezithile. Sizogcina inqubomgomo enolwazi lwakamuva njalo kuleli khasi lewebhu. Sizobhala ukuthi inqubomgomo yagcinwa nini ukubuyekwezwa.

Usuku edalwe ngalo: 13/06/2011

Yagcina ukubuyekwezwa: 28/09/2021

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Izinqumo / ukuqoqwa kwemininingwane okwenziwa yimishini:

Ezimweni ezithile sizokwenza izinqumo noma ukuqoqwa kwemininingwane ephathelene nawe okwenziwa yimishini. Kodwa-ke, ezimweni eziningi lokhu ngeke kuholele kunoma yiziphi izinqumo ezinkulu kwezomthetho ezizokwenziwa ngawe. Unelungelo lokufaka isikhalazo nganoma isiphi isinqumo esenziwa yimishini mayelana nawe esinomthelela omkhulu kwezomthetho. Uma unanoma imiphi imibuzo mayelana lokhu, sicela uxhumane nathi.

Indlela yokuxhumana nathi:

Uma ungajabule ngendlela esicubungule ngayo ulwazi lwakho lomuntu siqu, singathanda ukuthola ithuba loku-lungisa. Ungaxhumana nathi ku-PrivacyRSA@Kantar.com. Futhi ungaxhumana neSikhulu Sokuvikelwa Kwe-datha, u-Ravinder Roopra, ku-DataProtection@Kantar.com. Isikhulu Sokuvikelwa Kwedatha sibheka ukutho-bela kwethu iMithetho Yokuvikelwa Kwedatha kanye nenqubomgomo yethu yobumfihlo futhi yiso iziphathi-mandla eziphetho ezixhumana naso ngezindaba eziphathelene nokucutshungulwa kolwazi lomuntu siqu.

Izikhhalazo nokudalula okuthinta izwe ngokukhethekile:

Uma ungajabule ngendlela esicubungule ngayo ulwazi lwakho lomuntu siqu, singathanda ukuthola ithuba loku-lungisa. Sicela uxhumane nathi ku-info@kantar.com futhi sizocela othile axhumane nawe. Kodwa-ke, unalo ilungelo lokufaka isikhalazo kuziphathimandla zomthetho ezinjengoMlawuli Wolwazi, imininingwane yakhe inga-tholakala ku-<https://www.justice.gov.za/inforeg/contact.html>.

SiyiNkampani yeQembu Le-Kantar. Igama nekheli lethu elibhalisiwe lithi Kantar South Africa (Pty) Limited, 4 Roggebaai Place, Foreshore, Cape Town 8001