



LIFESHIELD
FINANCIAL SERVICES



10 Blaauwberg Road,
Tableview, Cape Town, 7439

Lifeshield Financial Services Marketing Consent

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Review Date: 04 August 2027

Document Owner: Lifeshield Financial Services (Pty) Ltd

Authorised Financial Services Provider

FSP No. 48680

☎ (010) 020 0069

✉ info@lifeshield.co.za

🌐 www.lifeshield.co.za

® Registration Number: 2014/276799/07





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1. PURPOSE

Lifeshield Financial Services (Pty) Ltd ("Lifeshield") respects your privacy and your right to choose how we communicate with you.

This Marketing Consent Notice explains how we collect your consent for direct marketing communications and how you may manage or withdraw that consent.

This Notice has been prepared in accordance with:

- Protection of Personal Information Act, 2013 (POPIA)
- Consumer Protection Act, 2008 (CPA)
- Electronic Communications and Transactions Act, 2002 (ECTA)
- Financial Advisory and Intermediary Services Act, 2002 (FAIS)
- Applicable regulatory requirements

2. OUR COMMITMENT

Lifeshield is committed to:

- Respecting your communication preferences.
- Marketing responsibly and transparently.
- Protecting your personal information.
- Only sending marketing communications where permitted by law.
- Making it easy to opt out at any time.

Your trust is important to us.

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3. WHAT IS DIRECT MARKETING?

Direct marketing refers to communications sent directly to you for the purpose of promoting products or services.

This may include communications relating to:

- Vehicle Insurance
- Business Insurance
- Funeral Insurance
- Vehicle Tracking
- Vehicle Warranty
- Scratch & Dent Cover
- Product updates
- Promotional campaigns
- Educational content
- Competitions
- Customer newsletters
- Important service announcements

4. HOW WE MAY CONTACT YOU

With your consent, where required, Lifeshield may communicate with you using:

- Email
- SMS
- Telephone
- WhatsApp
- Mobile applications
- Website notifications
- Social media messaging (where initiated by you)

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5. WHEN WE MAY CONTACT YOU

We may contact you:

- When you request a quotation.
- During policy administration.
- To respond to enquiries.
- To provide customer support.
- To provide policy information.
- To inform you about products and services that may be relevant to your needs.
- Where permitted by applicable legislation.

6. YOUR CONSENT

Where required by law, Lifeshield will request your consent before sending direct electronic marketing communications.

Consent may be obtained through:

- Website forms
- Quotation requests
- Online applications
- Written consent
- Electronic consent
- Recorded verbal consent where legally permissible

Providing consent is voluntary.

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7. WITHDRAWING YOUR CONSENT

You may withdraw your marketing consent at any time.

You may opt out by:

- Clicking the unsubscribe link contained in our emails.
- Replying STOP where applicable.
- Contacting our customer service team.
- Sending an email to:

info@lifeshield.co.za

Withdrawal of marketing consent does not affect communications that are necessary to administer your policy or provide services you have requested.

8. SERVICE COMMUNICATIONS

Certain communications are necessary for the administration of your products or services and are not considered marketing communications.

Examples include:

- Policy documentation
- Claims updates
- Renewal notices
- Payment notifications
- Regulatory notices
- Security notifications
- Customer support communications

These communications may continue even if you opt out of marketing.

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9. PERSONAL INFORMATION

Your personal information is processed in accordance with our:

- Privacy Policy
- PAIA Manual
- Cookie Policy

Lifeshield will never sell your personal information to third parties.

Personal information is processed only for legitimate business purposes and in accordance with applicable legislation.

10. THIRD-PARTY MARKETING

Lifeshield does not disclose customer personal information to third parties for their own independent marketing purposes without the customer's consent or where otherwise permitted by law.

Where third-party service providers process information on our behalf, appropriate contractual and security measures are implemented.

11. CUSTOMER CHOICE

You remain in control of your communication preferences.

You may:

- Update your preferences.
- Change your contact details.
- Opt into specific communication channels.
- Opt out of specific communication channels.
- Withdraw marketing consent entirely.

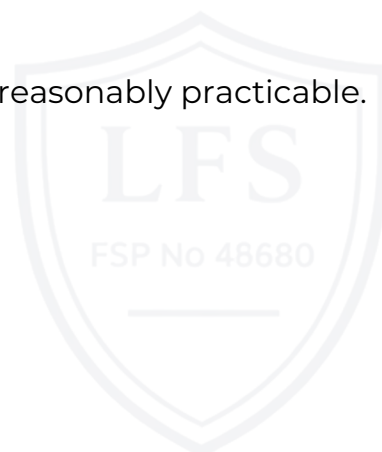
Your preferences will be respected as soon as reasonably practicable.

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12. DATA SECURITY

LifesShield implements appropriate technical and organisational measures designed to protect personal information against:

- Unauthorised access
- Unauthorised disclosure
- Loss
- Misuse
- Alteration
- Destruction

Information is only accessible by authorised personnel where required for legitimate business purposes.

13. CHANGES TO THIS POLICY

This policy may be updated from time to time to reflect:

- Legislative changes
- Technology updates
- Business requirements

The latest version will always be published on our website.

14. CONTACT US

LifesShield Financial Services (Pty) Ltd, An Authorised Financial Services Provider FSP No. 48680

Website: www.lifeshield.co.za

Email: support@lifeshield.co.za

Telephone: (010)020-0069

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