

Processing personal information

- 1.1 We understand that your personal information is important to you. By using SimplyBLU, you acknowledge that your personal information will be processed by us and (if necessary) by third parties according to the [Standard Bank privacy statement](#), which is in line with applicable laws.
- 1.2 It is your responsibility to read and understand the contents of the Standard Bank privacy statement.
- 1.3 We will keep your personal information confidential and we will implement safeguards to secure your personal information as set out in the Standard Bank privacy statement.
- 1.4 The Standard Bank privacy statement includes a description of what personal information is, what information we process, how we process your information, where we collect your information, whom we share your information with and your rights as a data subject. It also includes the complaints contact details of both Standard Bank and the South African Information Regulator, which is, among other things, empowered to monitor and enforce compliance with applicable laws relating to personal information.