

Privacy Policy

Version: 20250313

1. Introduction

This Privacy Policy explains how eCommerce Africa (Pty) Ltd (“we”, “us”, “our”) collects, uses, stores, processes, and protects personal information when individuals access or use any software, web applications, mobile applications, desktop applications, websites, APIs, or related services operated by eCommerce Africa (Pty) Ltd (collectively referred to as the “Applications” or “Services”).

We are committed to protecting personal information and complying with applicable data protection and privacy laws, including but not limited to the Protection of Personal Information Act, 2013 (“POPIA”) of South Africa and other applicable international data protection regulations where relevant.

This Privacy Policy should be read together with any applicable agreements, including our Master Services Agreement, Data Processing Addendum, and any applicable service schedules.

2. Scope of this Policy

This Privacy Policy applies to:

- Web applications operated by eCommerceAfrica
- Mobile applications (iOS, Android, or other platforms)
- Desktop applications
- Web platforms, portals, and dashboards
- APIs and integrations
- Customer or partner portals
- Any software platform or digital service provided by eCommerceAfrica

The policy applies to users, customers, partners, employees of clients, and any individuals whose personal information may be processed through our Applications.

3. Information We Collect

We may collect and process the following categories of information.



3.1 Personal Information

Personal information may include:

- Full name
- Email address
- Telephone number
- Account credentials
- Job title and company information
- Billing information
- User profile information

3.2 Technical Information

When users access our Applications we may automatically collect:

- IP address
- Device identifiers
- Browser type and version
- Operating system
- Device information
- Log data
- Usage analytics
- Session activity

3.3 Application Data

Where our Applications are used to manage business processes (such as e-commerce data), we may process:

- Product information
- Order data
- Customer records
- Inventory information
- Integration data
- API transactions

Such data may contain personal information depending on how our clients use our platforms.

3.4 Cookies and Tracking Technologies

Our Applications may use:

Cookies

- Session identifiers
- Analytics tools
- Tracking technologies

These technologies help us improve functionality, security, and performance.



4. How We Collect Information

We may collect information through:

- User registration
- Account creation
- Use of our Applications
- Integrations and APIs
- Customer support interactions
- System logs
- Cookies and analytics technologies

Information may also be provided by our clients when they configure or use our Applications.

5. Purpose of Processing

We process information for the following purposes:

- Providing and operating our Applications
- User authentication and account management
- Customer support
- Platform security and fraud prevention
- Performance monitoring and analytics
- Product development and improvements
- Compliance with legal obligations
- Integration with third-party services

6. Legal Basis for Processing

Where applicable, we process personal information based on:

- Performance of a contract
- Legitimate business interests
- Compliance with legal obligations
- User consent where required
- Instructions from our clients where we act as a data processor

7. Role of eCommerceAfrica

Depending on the service provided:

- eCommerce Africa (Pty) Ltd may act as a **Data Controller / Responsible Party**, or



- eCommerce Africa (Pty) Ltd may act as a **Data Processor / Operator** on behalf of its clients.

Where we process data on behalf of clients, processing is governed by the applicable Data Processing Addendum (DPA) and contractual agreements.

8. Sharing and Disclosure of Information

We may share information with:

8.1 Service Providers

Third-party vendors who assist with:

- Hosting and infrastructure
- Cloud services
- Security services
- Analytics
- Payment processing
- Customer support tools

8.2 Integration Partners

Where our Applications integrate with third-party platforms (e.g., e-commerce platforms, product information systems, ERP systems), data may be transmitted to those platforms based on client configuration.

8.3 Legal and Regulatory Authorities

We may disclose information if required by law, court order, or regulatory obligation.

8.4 Corporate Transactions

Information may be transferred in connection with mergers, acquisitions, restructuring, or sale of assets.

9. International Data Transfers

Where personal information is transferred outside of South Africa or the originating jurisdiction, we implement appropriate safeguards including:

- Contractual data protection clauses
- Approved data transfer mechanisms
- Security and confidentiality protections



10. Data Security

We implement appropriate technical and organisational measures to protect information, including:

- Encryption in transit where applicable
- Access control and authentication
- Secure infrastructure
- Monitoring and logging
- Regular security updates

Despite these measures, no system can guarantee absolute security.

11. Data Retention

We retain personal information only for as long as necessary to:

- Provide our services
- Fulfil contractual obligations
- Comply with legal and regulatory requirements
- Resolve disputes and enforce agreements

Retention periods may vary depending on the nature of the information and the service provided.

12. Data Subject Rights

Depending on applicable law, individuals may have rights including:

- Access to personal information
- Correction of inaccurate data
- Deletion of personal information
- Restriction of processing
- Data portability
- Objection to certain processing

Requests may be submitted using the contact details below.

13. Children's Privacy

Our Applications are not intended for use by children under the age of 16 (or the applicable age of digital consent). We do not knowingly collect personal information from children.



14. Third-Party Services

Our Applications may contain integrations or links to third-party services. We are not responsible for the privacy practices of those services.

Users should review the privacy policies of those third parties.

15. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. When updates occur:

The “Last Updated” date will be revised

Material changes may be communicated to users through the Applications

Continued use of the Applications constitutes acceptance of the updated policy.

16. Contact Information

For questions, requests, or privacy inquiries please contact:

eCommerce Africa (Pty) Ltd

Email: compliance@ecommerceafrica.com

Address: 7 Heights Lane, Linksfield, Johannesburg, 2192

17. Governing Law

This Privacy Policy shall be governed by and interpreted in accordance with the laws of the Republic of South Africa, including the Protection of Personal Information Act (POPIA).

