

## **African Basket Privacy Policy**

At African Basket, The Taste of Home, we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, and safeguard your data in accordance with the Protection of Personal Information Act (*POPI Act*).

### **Collection of Personal Information:**

- 1.1. We may collect personal information such as your name, contact details, and payment information when you place an order on our website.
- 1.2. The information you provide is used solely for the purpose of processing and fulfilling your order, as well as providing customer support when needed.

### **Use of Personal Information:**

- 2.1. We use your personal information to process and deliver your orders, as well as to communicate with you regarding your purchases.
- 2.2. With your consent, we may use your contact details to provide you with updates, promotions, and marketing materials related to African Basket products and services. You can opt-out of these communications at any time.

### **Protection of Personal Information:**

- 3.1. We implement reasonable security measures to protect your personal information against unauthorised access, alteration, disclosure, or destruction.
- 3.2. We do not sell, trade, or rent your personal information to third parties without your consent unless required by law.

### **Retention of Personal Information:**

- 4.1. We retain your personal information for as long as necessary to fulfill the purposes for which it was collected, or as required by applicable laws and regulations.

### **Your Rights:**

- 5.1. You have the right to access, update, correct, or delete your personal information held by us. Please contact us if you would like to exercise any of these rights.
- 5.2. We will respond to your requests within a reasonable timeframe and in accordance with the provisions of the POPI Act.

### **Third-Party Links:**

- 6.1. Our website may contain links to third-party websites. Please note that we are not responsible for the privacy practices or content of such websites. We encourage you to review the privacy policies of those websites when visiting them.



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By using our website and providing your personal information, you consent to the collection, use, and processing of your data as described in this Privacy Policy. We reserve the right to update or modify this policy at any time. Any changes will be communicated to you via our website or other appropriate channels.

If you have any questions or concerns regarding our Privacy Policy, please contact us at [support@africanbasket.shop](mailto:support@africanbasket.shop).

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