

Privacy Policy for Shift Reputation Pty(Ltd)

Effective Date: 01 June 2024

Introduction

At Shift Reputation, protecting the privacy of our users is a priority. This Privacy Policy outlines how we collect, use, store, and protect your personal data in compliance with South Africa's Protection of Personal Information Act (POPIA) and international data protection regulations, including the General Data Protection Regulation (GDPR). By accessing our website or using our services, you consent to the practices described in this Privacy Policy.

1. Information We Collect

To provide and improve our services, we may collect the following information:

a. Personal Information

- **Account Details:** Name, email address, and contact information when you register or purchase our services.
- **Billing Information:** Payment details for subscription services. We use secure third-party payment processors to handle this information.

b. Usage Data

- **Cookies:** We use cookies to enhance your experience, personalise content, and analyse site traffic. You can control cookie settings through your browser.
- **Website Interactions:** Data on how you interact with our website, which helps us improve functionality and user experience.

c. Communication Data

- **Feedback and Surveys:** If you provide feedback or participate in surveys, we collect responses to enhance our offerings.
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2. Lawful Basis for Processing Your Data

In line with POPIA and GDPR, we process your data only under the following lawful bases:

- **Consent:** With your permission, especially for marketing communications.
- **Contractual Necessity:** To fulfil our contract with you, such as providing registered user access to templates.
- **Legitimate Interest:** For legitimate business purposes, like improving user experience and conducting analytics.
- **Legal Obligation:** When required to comply with applicable law.

3. How We Use Your Information

We use your information in accordance with POPIA and GDPR principles to:

- **Provide Services:** Manage your account and provide access to exclusive content.
- **Improve Our Services:** Use insights from usage data and feedback to enhance our website and offerings.
- **Marketing Communications:** Send you updates on new products or promotions if you have consented.
- **Legal Compliance and Security:** Fulfil legal obligations and protect our users and services.

4. Sharing and Disclosure of Personal Information

We do not sell or rent personal information to third parties. Your data may be shared only in these cases:

- **Service Providers:** We engage trusted third-party service providers (e.g., hosting and payment processing) under strict confidentiality agreements.
- **Legal Obligations:** We may disclose your information if required by law, regulation, or legal process.
- **Business Transactions:** In case of a merger or acquisition, your information may be transferred to the new entity under this Privacy Policy.

5. Data Retention and Security

a. Retention

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required by law.

b. Security Measures

We implement industry-standard security measures to protect your data, including encryption, secure data storage, and access restrictions. However, please note that no online data transmission is 100% secure.

6. Your Rights under POPIA and GDPR

You have the following rights in relation to your personal information:

- **Access:** Request access to your data.
- **Rectification:** Request corrections to inaccurate or incomplete data.
- **Deletion:** Request the deletion of your data (subject to legal obligations).

- **Restriction:** Restrict processing of your data under certain conditions.
- **Portability:** Request a copy of your data in a structured, electronic format.
- **Withdraw Consent:** Withdraw your consent at any time for data processing based on consent.

To exercise these rights, please contact us at [insert email address].

7. International Data Transfers

As an international service provider, we may transfer your personal data to countries outside South Africa. When doing so, we ensure that the data receives a similar level of protection through contractual agreements, compliance with GDPR, and adherence to POPIA.

8. Use of Cookies and Similar Technologies

We use cookies and similar technologies to collect information and enhance user experience. You can control cookies through browser settings. Disabling cookies may impact your ability to access certain features.

9. Third-Party Links

Our website may link to external sites. Shift Reputation is not responsible for the privacy practices of these sites, and we encourage you to review their policies.

10. Changes to this Privacy Policy

We may update this Privacy Policy periodically. Updates will be posted on this page with an updated "Effective Date." Significant changes will be communicated to users where necessary.

11. Contact Information

For questions, requests, or concerns regarding this Privacy Policy or our data practices, please reach out:

Email: hello@shiftreputation.com

Mailing Address: Tin Road, Bromhof, RANDBURG, 2188, South Africa