

## POPIA Policy

**Effective Date:** 01 January 2025

### Introduction

At My Data Fusion, a product wholly owned by **Syncflo (Pty) Ltd**, ("we," "us," or "our"), we are committed to protecting your personal information and ensuring compliance with the Protection of Personal Information Act (POPIA) of South Africa. This POPIA Policy outlines how we collect, use, store, and protect your personal information in accordance with the Act.

By using our services or accessing our website ("Website"), you consent to the terms of this POPIA Policy. If you do not agree with this policy, please refrain from using our Website or services.

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### 1. Definitions

For the purposes of this policy:

- **Personal Information:** Any information relating to an identifiable, living individual as defined in POPIA.
  - **Processing:** Any operation or activity concerning personal information, including collection, storage, use, and dissemination.
  - **Data Subject:** The individual to whom the personal information relates.
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### 2. How We Collect Personal Information

We may collect personal information in the following ways:

- **Directly from You:** When you register, contact us, or use our services.
  - **Automatically:** Through cookies and similar technologies when you use our Website.
  - **From Third Parties:** Where applicable and lawful.
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### 3. Types of Personal Information We Collect

The types of personal information we collect may include:

- Name, contact details (e.g., email address, phone number), and company information.
  - Financial information, such as payment details.
  - Usage data, including IP address, browser type, and activity on our Website.
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### 4. Purpose of Processing Personal Information

We process personal information to:

- Provide and manage our services.
  - Communicate with you and respond to inquiries.
  - Fulfil contractual and legal obligations.
  - Improve our Website and services.
  - Perform analytics and research to enhance user experience.
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## 5. Lawful Basis for Processing

We process your personal information based on one or more of the following lawful grounds:

- **Consent:** When you provide explicit consent for specific processing activities.
  - **Contractual Necessity:** To fulfil our contractual obligations to you.
  - **Legal Obligation:** To comply with applicable laws and regulations.
  - **Legitimate Interest:** For purposes such as improving our services or ensuring security, provided this does not override your rights.
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## 6. Data Protection Measures

We are committed to safeguarding your personal information and have implemented the following security measures:

- **Encryption:** All sensitive data, including passwords, is encrypted using AES encryption.
  - **Secure Hosting:** Our platform is hosted on a professionally managed secure cloud server with redundancies and failover mechanisms to ensure availability and security.
  - **Access Control:** Personal information is stored in a secure database with strict access authorisations to prevent unauthorised access.
  - **Backups:** Incremental backups are taken hourly to ensure data recovery in the event of unforeseen incidents.
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## 7. Sharing Personal Information

We do not sell your personal information. However, we may share it with:

- **Service Providers:** Third-party vendors who assist us in providing services, such as payment processors or IT support.
- **Legal Authorities:** If required by law or to protect our legal rights.

- **With Your Consent:** When you provide explicit consent for specific sharing activities.
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## 8. Your Rights

As a data subject, you have the following rights under POPIA:

- **Access:** Request access to your personal information.
- **Correction:** Request corrections to inaccurate or incomplete data.
- **Deletion:** Request deletion of your personal information, subject to legal or contractual restrictions.
- **Objection:** Object to the processing of your personal information for certain purposes.
- **Withdrawal of Consent:** Withdraw consent for processing activities reliant on your consent.

To exercise your rights, please contact us at [Insert Contact Email].

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## 9. Retention of Personal Information

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

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## 10. Cross-Border Transfers

If personal information is transferred outside South Africa, we will ensure that appropriate safeguards are in place to protect your information, as required by POPIA.

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## 11. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience on our Website. For more details, please refer to our Cookie Policy.

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## 12. Updates to This Policy

We may update this POPIA Policy from time to time to reflect changes in our practices or applicable laws. Any updates will be posted on this page with an updated effective date.

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## 13. Contact Us

If you have any questions or concerns about this POPIA Policy or how we handle your personal information, please contact us at:



- **Email:** [hello@syncflo.co.za](mailto:hello@syncflo.co.za)

By using our Website or services, you acknowledge that you have read and understood this POPIA Policy.