

Privacy Policy of HorTeAculture (Pty) Ltd

Effective Date: 25 October 2024

We are committed to protecting the privacy and security of our customers and site visitors. This Privacy Policy outlines how we collect, use, share, and safeguard your personal information when you visit our website, www.HorTeAculture.com, and use our services.

Types of Data We Collect

We collect personal information that you provide to us when you do a purchase from our online store. This includes:

- **Personal Identification Information:** Name, email address, physical address, and telephone number.
- **Account Details:** Username, password, and purchase history.
- **Payment Information:** Credit/debit card details, billing address, and other payment-related information.
- **Technical Data:** IP address, browser type, and version, time zone setting, and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.
- **Usage Data:** Information about how you use our website, products, and services.

Why We Collect This Data

We collect your data to:

- Process your orders and manage your account.
- Improve and personalize your shopping experience.
- Communicate with you about our products, services, and promotional offers.
- Conduct market research and analysis.

Sharing Your Data

We may share your information with third parties in the following circumstances:

- **Service Providers:** Companies that provide services on our behalf, such as payment processing, delivery logistics, and marketing.

- **Legal Requirements:** If required by law, we may disclose your information in response to legal processes or to protect the rights, property, or safety of [your online store name], our customers, or others.

Data Storage, Erasure and Security

We and our service providers store personal data in accordance with applicable data protection laws to the extent necessary for the processing purposes outlined in this privacy policy document.

We will delete personal data take steps to properly render the data anonymous, unless we are legally obliged or permitted to keep it longer.

We ensure the security of your personal information by employing both technical and organizational measures. These measures are put in place to reduce the risks related to data loss, misuse, unauthorized access and disclosure, or alteration.

Use of Cookies and Other Trackers

Our website uses cookies and similar tracking technologies to improve your browsing experience, understand how you use our site.

Your Rights

You have the right to access, correct, delete, or restrict the use of your personal information. You can also object to the processing of your data in certain circumstances, including for marketing purposes. To exercise these rights, please contact us using the details below.

Contact Information

If you have any questions about this Privacy Policy or our privacy practices, please contact us at:

info@HorTeAculture.com

We reserve the right to make changes to this Privacy Policy at any time. Any changes will be posted on this page with an updated effective date.