

# POPIA Compliance Statement

## Abella Africa

---

Effective Date: June 2026

Abella Africa is committed to complying with the Protection of Personal Information Act (POPIA) when processing personal information.

### Our Commitment

We process personal information lawfully, reasonably, and transparently. We only collect and use personal information for legitimate business purposes and take reasonable steps to protect it against loss, damage, or unauthorised access.

### Information We Process

We may process the following categories of personal information:

- Contact details (name, email address, phone number)
- Business information (company name, position)
- Information submitted through our website or communication channels

### Purpose of Processing

We process personal information to:

- Respond to enquiries and provide our scent branding services
- Communicate with clients and prospects
- Comply with legal and regulatory obligations

### Security Measures

We implement appropriate technical and organisational measures to safeguard personal information and prevent unauthorised access or disclosure.

### Your Rights

Under POPIA, you have the right to:

- Access your personal information
- Request correction or deletion of your information
- Object to the processing of your personal information
- Lodge a complaint with the Information Regulator of South Africa

### Contact Us

For any questions or requests regarding your personal information, please contact:

Abella Africa

Email: [info@abellaafrica.co.za](mailto:info@abellaafrica.co.za)

Phone: +27 61 536 7425

Johannesburg, South Africa