

# Privacy Policy

## Abella Africa

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Effective Date: June 2026

### 1. Introduction

Abella Africa ("we", "us", or "our") is committed to protecting your personal information in accordance with the Protection of Personal Information Act (POPIA). This Privacy Policy explains how we collect, use, store, and protect your personal information when you interact with our website or services.

### 2. Information We Collect

We may collect the following types of personal information:

- Full name
- Email address
- Phone number
- Company name and position
- Information you provide through our contact form or enquiries
- Technical information (such as IP address, browser type, and device information) collected automatically when you visit our website

### 3. How We Use Your Information

We use your personal information to:

- Respond to your enquiries and provide our services
- Send you relevant information about our scent branding solutions
- Improve our website and services
- Comply with legal and regulatory requirements

### 4. Legal Basis for Processing

We process your personal information in accordance with POPIA. Our legal bases for processing include:

- Your consent (where required)
- Performance of a contract
- Our legitimate business interests
- Compliance with legal obligations

### 5. Sharing of Information

We do not sell your personal information. We may share your information with trusted third parties who assist us in operating our business (such as service providers or hosting companies), provided they agree to keep your information confidential and secure.

### 6. Security of Your Information

We implement reasonable technical and organisational measures to protect your personal information against unauthorised access, loss, or damage.

### 7. 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 information
- Lodge a complaint with the Information Regulator

## **8. Cookies and Tracking**

Our website may use cookies and similar technologies to improve user experience and analyse website traffic. You can manage your cookie preferences through your browser settings.

## **9. Changes to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on our website with an updated effective date.

## **10. Contact Us**

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

Abella Africa

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

Phone: +27 61 536 7425

Johannesburg, South Africa