PRIVACY POLICY

Website & Data Protection Policy

Last updated: 10 June 2026

Pretoria, Gauteng, South Africa

info@smartkits.co.za

This policy explains how SmartKits collects, uses, stores, shares and protects personal information.

SmartKits Privacy Policy

This Privacy Policy explains how SmartKits collects, uses, stores, shares and protects personal information when you use the SmartKits website, contact SmartKits, subscribe to updates, or buy and use SmartKits digital products.

SmartKits respects your privacy and aims to process personal information in a lawful, reasonable and responsible way.

Who we are

SmartKits is a South African digital business resource brand based in Pretoria, Gauteng, South Africa.

Contact email: info@smartkits.co.za

Location: Pretoria, Gauteng, South Africa

For privacy and data protection queries, you may contact SmartKits at info@smartkits.co.za.

What this Privacy Policy covers

This Privacy Policy applies to personal information processed by SmartKits through:

- the SmartKits website
- website contact forms and email communications
- customer enquiries and support requests
- digital product sales and fulfilment
- download access and customer administration
- marketing communications, where you have consented or where permitted by law
- cookies and similar website technologies, together with the SmartKits Cookie Policy

What personal information we may collect

Depending on how you interact with SmartKits, we may collect the following categories of personal information:

Identity and contact information, such as:

- your name
- surname
- email address
- phone number, if you provide it
- business name
- billing or customer contact details

Order and transaction information, such as:

- products purchased
- order history
- order date and time
- payment status
- download or access records
- invoice or transaction reference information

Communications information, such as:

- messages you send to SmartKits
- support requests
- responses to surveys or forms
- records of complaints, queries or feedback

Technical and website usage information, such as:

- IP address
- browser type
- device type
- operating system
- pages visited
- referral source
- site activity and session data
- cookie identifiers and similar online identifiers

Marketing preference information, such as:

- whether you subscribed to updates
- your consent or opt-out choices
- the categories of communication you want to receive

Business information you choose to provide, such as:

- information you type into a contact form
- business context you provide in an enquiry
- information you include when requesting support or guidance on using a SmartKits product

How we collect personal information

SmartKits may collect personal information:

- directly from you when you contact us, place an order, sign up, send an email, complete a form or interact with the site
- automatically when you browse the website, through cookies, logs and analytics tools
- from service providers who help operate the website, process transactions or deliver digital products
- from publicly available sources where that is lawful and relevant to your enquiry or business contact with SmartKits

Why we process personal information

SmartKits processes personal information for the following main purposes:

- to operate and maintain the website
- to respond to enquiries and customer messages
- to provide digital products and make downloads available
- to administer orders, records and access
- to communicate with customers about their purchases
- to send marketing or updates where permitted by law
- to improve the website, products and customer experience
- to protect the website, systems and customers against misuse, fraud or security incidents
- to keep records required for legal, tax, accounting, audit or dispute purposes
- to enforce our rights and protect the SmartKits business, customers and intellectual property

Lawful grounds for processing

SmartKits processes personal information only where there is an appropriate lawful ground to do so. Depending on the situation, processing may be based on one or more of the following:

- your consent
- the need to take steps at your request before a contract is formed
- the need to perform a contract with you
- compliance with a legal obligation
- the protection of a legitimate interest of yours
- the pursuit of SmartKits' legitimate business interests, provided those interests are not overridden by your rights

Direct marketing

SmartKits may send direct marketing communications only where permitted by South African law.

You may opt out of marketing at any time by:

- using the unsubscribe option in the communication, where available
- emailing info@smartkits.co.za and asking to be removed
- changing your marketing preferences, where a settings tool is available

If you opt out, SmartKits may still keep a limited suppression record so that your opt-out request can be respected.

Cookies and online identifiers

SmartKits uses cookies and similar technologies on the website. Some cookies are necessary for the website to work. Others may be used for analytics, preferences or marketing, depending on the tools enabled on the site.

Please read the SmartKits Cookie Policy for more detail on how cookies are used and how to manage them.

When we may share personal information

SmartKits does not sell your personal information.

SmartKits may share personal information only where reasonably necessary, including with:

- website hosting providers
- email and communication service providers
- payment operators or processors
- cloud storage or digital delivery providers
- analytics or website performance tools

- IT, security or support service providers
- professional advisers, where necessary
- regulators, courts, law enforcement bodies or other third parties where disclosure is required by law or is reasonably necessary to protect rights or investigate wrongdoing

Where third parties process personal information on behalf of SmartKits, they do so only to provide services to SmartKits and subject to appropriate confidentiality and data-processing controls.

Operators and third-party processors

SmartKits may use third-party operators to host the website, process payments, deliver digital files, store data, provide analytics or perform related business functions.

Where required, SmartKits will seek to ensure that such operators are bound to process personal information only on authorised instructions and with appropriate security measures.

International transfers

Some SmartKits service providers or systems may store or process information outside South Africa.

If personal information is transferred outside South Africa, SmartKits will seek to do so only where:

- the recipient is subject to adequate legal or contractual protection
- the transfer is necessary for the performance of a contract with you
- you have consented to the transfer
- another legally recognised ground applies

Retention of personal information

SmartKits keeps personal information only for as long as reasonably necessary for the purpose for which it was collected, or as long as required by law, contract, record-keeping needs or legitimate business necessity.

As a general guide:

- enquiry records may be kept for up to 24 months after the last meaningful contact
- customer and order records may be kept for up to 5 years after the last transaction, or longer if reasonably required for legal, tax, accounting or dispute purposes
- marketing consent and opt-out records may be kept for as long as necessary to respect your preferences and demonstrate compliance
- security logs and technical records may be kept for shorter operational periods or longer where needed for investigations or system integrity
- de-identified or aggregated data may be retained for analytics, reporting or business improvement purposes

When personal information is no longer needed, SmartKits will delete, destroy or de-identify it where reasonably practicable.

Security

SmartKits takes reasonable technical and organisational steps to protect personal information against loss, misuse, unauthorised access, unauthorised disclosure, alteration or destruction.

These measures may include access controls, password protection, secure hosting features, limited internal access, software updates, monitoring and service-provider controls.

However, no internet-based system can be guaranteed to be completely secure. You share information with SmartKits at your own risk to the extent permitted by law.

Security incidents and data breaches

If SmartKits has reasonable grounds to believe that personal information has been accessed or acquired by an unauthorised person, SmartKits will take steps required by law, which may include notifying affected persons and the relevant regulator where applicable.

Your rights

Subject to applicable law, you may have the right to:

- ask whether SmartKits holds personal information about you
- request access to your personal information
- request correction of inaccurate, irrelevant, excessive, incomplete, misleading, out-of-date or unlawfully obtained information
- request deletion or destruction of information that SmartKits is no longer authorised to keep
- object to certain processing

- object at any time to direct marketing
- withdraw consent where processing is based on consent
- lodge a complaint with the Information Regulator if you believe your personal information has been handled unlawfully

To exercise any of these rights, email info@smartkits.co.za and provide enough detail for SmartKits to identify your record and understand your request. SmartKits may ask you for reasonable proof of identity before action is taken.

Children and special personal information

SmartKits products and website are intended for business owners, adults and ordinary business use. The website is not directed at children.

Please do not knowingly provide children's personal information to SmartKits unless you are legally authorised to do so and it is necessary and lawful.

Please also do not send SmartKits unnecessary special or sensitive personal information, such as health information, biometric data, criminal records, religious information or identity numbers, unless SmartKits specifically requests it for a lawful reason.

Automated decision making

SmartKits does not intentionally use solely automated decision making that produces legal or similarly significant effects on users in the ordinary course of website use or product sales.

Complaints

If you are unhappy with how SmartKits has handled your personal information, please contact SmartKits first at info@smartkits.co.za.

You may also lodge a complaint with the Information Regulator of South Africa if you believe there has been an interference with the protection of your personal information.

Changes to this Privacy Policy

SmartKits may update this Privacy Policy from time to time.

The latest version published on the website will apply from the stated "Last updated" date. If material changes are made, SmartKits may take reasonable steps to draw them to your attention where appropriate.

Contact

SmartKits

Pretoria, Gauteng, South Africa

Email: info@smartkits.co.za