

## Privacy Policy

**Last Updated:** 2025/04/10

At **Death by Coffee Pty (Ltd)**, we respect your privacy and are committed to protecting your personal information in accordance with the **Protection of Personal Information Act (POPIA)** of South Africa. This policy explains how we collect, use, and safeguard your data.

### 1. Information We Collect

We may collect the following information when you place an order, subscribe, or contact us:

- **Personal Details:** Name, email, phone number, shipping address.
- **Payment Information:** Processed securely via our payment gateway (we do not store credit card details).
- **Website Usage Data:** Cookies, IP address, browser type (for analytics and improving user experience).

### 2. How We Use Your Information

Your data is used solely for:

- Processing and delivering your orders.
- Communicating order updates, promotions (if subscribed), and customer support.
- Improving our website and services (anonymous analytics only).

### 3. Protection of Your Information

- All personal data is **kept confidential** and stored securely.
- We implement **industry-standard security measures** to prevent unauthorized access.
- Your information will **never be sold, shared, or rented** to third parties without your consent, except where required by law.

### 4. Cookies & Tracking

- Our website uses **essential cookies** for functionality (e.g., shopping cart) and **analytical cookies** (e.g., Google Analytics) to enhance your experience.
- You can disable cookies in your browser settings, but this may affect site performance.

## 5. Your Rights Under POPIA

You have the right to:

- **Access, correct, or delete** your personal data.
- **opt out** of marketing communications.
- **Lodge a complaint** with the Information Regulator if you believe your rights have been violated.

## 6. Contact Us

For questions, access requests, or concerns about your privacy, contact:

**Email:** [admin@death-by-coffee.co.za](mailto:admin@death-by-coffee.co.za)

We reserve the right to update this policy as needed. Continued use of our services constitutes acceptance of these terms.