



## PRIVACY POLICY

At Dragonfly, we respect your privacy and are committed to protecting your personal information. This policy explains how we handle your data in accordance with the **Protection of Personal Information Act (POPIA)** of South Africa.

### 1. What Information We Collect

We only collect information that is necessary to provide you with our services. This includes:

- **Contact Details:** Your name, email address, and phone number when you fill out a form.
- **Business Information:** Your company name and website URL.
- **Technical Data:** Your IP address, browser type, and how you interact with our website (via cookies).

### 2. How We Use Your Information

We use your data for specific, defined purposes:

- To perform a **Website Analysis** at your request.
- To communicate with you regarding project builds or support.
- To send you invoices and manage your account.
- To improve our website performance through analytics. **We will never sell, rent, or trade your personal information to third parties.**

### 3. Website Forms

When you submit a form on our site (such as the "Free Analysis" or "Build Planner"), you are giving us voluntary consent to process that information so we can fulfill your request. We keep this data only for as long as necessary to provide the service or as required by South African tax law.

### 4. Cookies and Analytics

Our website uses cookies to enhance your experience.



- **Analytics:** We use tools like Google Analytics to see which pages are popular. This data is "de-identified," meaning we see that "a user from Johannesburg" visited, but we don't know it was *you* specifically.
- **Control:** You can set your browser to refuse cookies, though some parts of the site may not function perfectly if you do.

## 5. Data Storage and Security

We take the security of your data seriously.

- **Storage:** Your information is stored on secure, password-protected servers.
- **Security:** We use industry-standard encryption (SSL) on our website to ensure that data sent between your device and our server is protected.
- **Third Parties:** We use reputable tools (like Google Workspace or hosting providers) that have their own strict security measures in place.

## 6. Your Rights (The "POPIA" Rights)

Under POPIA, you have the right to:

1. **Access:** Ask us what information we have about you.
2. **Correct:** Ask us to update or fix any incorrect information.
3. **Object:** Request that we stop using your data for marketing.
4. **Delete:** Ask us to delete your records entirely (the "Right to be Forgotten").

## 7. Third-Party Links

Our website may contain links to other sites (like WhatsApp or PayFast). We are not responsible for the privacy practices of those external sites, so we encourage you to read their policies as well.



## 8. How to Contact Us

If you have any questions about your privacy or wish to exercise your rights, please contact our Information Officer:

- **Contact Name:** Stella Barclay
- **Email:** stellabclay@gmail.com

## 9. Changes to This Policy

We may update this policy from time to time to stay in line with new regulations. The latest version will always be available on our website.