



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).

1.1 Where We Get Your Information

We collect your information from:

- Directly from you through website forms and emails
- Automatically through cookies and website analytics
- From your website when conducting performance analysis

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.

Legal Basis for Processing:

- **Consent:** When you submit our forms
- **Contract:** To deliver services you requested



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- **Legal obligation:** Tax and business records
- **Legitimate interest:** Website analytics for improvement

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.

What If You Don't Provide Information?

Providing your information is voluntary. However, without your contact details, we cannot provide site analysis or deliver our services. You may browse our website without providing information.

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.

5.1 How Long We Keep Your Data

- **Inquiry forms:** 12 months from last contact
- **Client records:** 5 years (required by SA tax law)
- **Analytics data:** 26 months
- **Marketing opt-outs:** Indefinitely (to honor your preference)



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5.2 International Data Transfers

Your information may be stored on servers outside South Africa, including:

- Google services (USA/Europe)
- Hostinger (Europe)

These providers maintain security standards comparable to POPIA requirements.

5.3 Third-Party Service Providers

We may share your data with trusted service providers who help us operate:

- **Google Workspace:** Email communications
- **Hostinger:** Web hosting
- **Google Analytics:** Website analytics
- **Formspree:** Form processing

These providers process data on our behalf and are contractually obligated to protect it.

6. Your Rights (The "POPIA" Rights)

Under POPIA, you have the right to:

Access: Ask us what information we have about you.

Correct: Ask us to update or fix any incorrect information.

Object: Request that we stop using your data for marketing.

Delete: Ask us to delete your records entirely (the "Right to be Forgotten").

How to Exercise Your Rights:

- Email stella@builtbydragonfly.com with your request
- We will respond within 30 days
- Click "unsubscribe" in emails for marketing opt-out

Withdrawal of Consent: You can withdraw consent at any time. Note that we may retain some information for legal compliance (e.g., 5 years for tax records).



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6.1 Automated Decisions

We do not use automated systems to make decisions about you. All decisions involving your personal information are made by our team.

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.

7.1 Children's Privacy

Our services are intended for businesses and individuals aged 18 and over. We do not knowingly collect information from anyone under 18. If we discover we have collected data from a minor, we will delete it immediately.

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: stella@builtbydragonfly.com

Filing a Complaint:

If you're not satisfied with how we handle your data:

1. Contact our Information Officer (details above)
2. If unresolved, contact the Information Regulator:
 - Website: <https://inforegulator.org.za>
 - Email: inforegulator@justice.gov.za
 - Phone: 012 406 4818

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.

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