



Privacy Policy

Effective date: 20 March 2026

1. Introduction

Afriture ("Afriture", "we", "us", or "our") is committed to protecting your personal information and respecting your right to privacy. This Privacy Policy explains how we collect, use, store, share, and protect your personal information in compliance with the Protection of Personal Information Act 4 of 2013 (POPIA) and any other applicable South African legislation.

By using our website, submitting an enquiry form, or engaging with our services, you acknowledge that you have read and understood this Privacy Policy and consent to the processing of your personal information as described herein.

2. Who We Are

Afriture is a supply chain, logistics, and industrial property consultancy operating across Africa. For the purposes of POPIA, Afriture acts as the Responsible Party in respect of the personal information we process.

Registered address: 21 Lady Purple Close, Midfield estate, Midstream, 1692

Contact email: jean.barclay@afriture.co.za

Contact number: +27 82 784 0223

3. Personal Information We Collect

We may collect and process the following categories of personal information:

- Contact details — full name, email address, telephone number, and company name
- Professional information — job title, industry, and business address
- Correspondence — the content of messages, enquiries, or requests you submit to us
- Website usage data — IP address, browser type, pages visited, and time spent on our site (collected via cookies or analytics tools)
- Contractual information — details required to enter into and perform service agreements

We do not intentionally collect special personal information (such as race, health, religious belief, or biometric data) unless specifically required and with your explicit consent.

4. How We Collect Your Personal Information

We collect personal information in the following ways:



- Directly from you — when you complete a contact or enquiry form on our website
- Directly from you — when you communicate with us by email, telephone, or in person
- From publicly available sources — such as company websites or professional directories
- Automatically — through cookies and similar technologies when you visit our website

5. Why We Process Your Personal Information

We process your personal information only for lawful, specific, and legitimate purposes, including:

- Responding to your enquiries or requests for information
- Providing, performing, and managing our consulting and advisory services
- Communicating with you about engagements, proposals, and project updates
- Complying with our legal and regulatory obligations under South African law
- Maintaining accurate business records
- Improving our website and service offerings
- Sending relevant industry information or service updates where you have consented to receive such communications

We will not process your personal information for any purpose other than those listed above without your prior consent, unless required by law.

6. Lawful Basis for Processing

In terms of POPIA, we process your personal information on the following grounds:

- Consent — where you have expressly agreed to the processing, for example by submitting a contact form
- Contractual necessity — where processing is required to perform a contract with you or take steps prior to entering a contract
- Legal obligation — where we are required to process information to comply with applicable law
- Legitimate interest — where processing is necessary for our legitimate business interests and does not override your rights and freedoms

7. Sharing Your Personal Information

We do not sell, rent, or trade your personal information to third parties. We may share your information in the following limited circumstances:

- With service providers and operators who assist us in operating our business (such as IT providers, email platforms, or document management tools) — these parties are bound by confidentiality obligations and may only process your information on our instruction
- With professional advisors such as lawyers or accountants where necessary
- With law enforcement or regulatory authorities where required by law or court order



- With your consent, where applicable

Where we share personal information with third parties, we take reasonable steps to ensure those parties provide adequate protection consistent with POPIA.

8. Cross-Border Transfers

Afriture operates across Africa, and your personal information may be transferred to or accessed from countries outside of South Africa. Where this occurs, we will ensure that adequate safeguards are in place to protect your information, consistent with the requirements of POPIA section 72, and that the recipient country provides a comparable level of protection.

9. How Long We Retain Your Information

We retain personal information only for as long as is necessary to fulfil the purposes for which it was collected, or as required by law. Retention periods are determined by:

- The nature and purpose of the processing
- Legal, tax, or regulatory requirements
- The duration of our business relationship with you

Once personal information is no longer required, we will delete or anonymise it in a secure and appropriate manner.

10. How We Protect Your Information

We implement reasonable technical and organisational measures to safeguard your personal information against loss, unauthorised access, disclosure, alteration, or destruction. These measures include:

- Secure data storage and access controls
- Password protection and user authentication on internal systems
- Encrypted communication where applicable
- Staff awareness of data protection responsibilities

While we take all reasonable precautions, no method of electronic transmission or storage is completely secure. We cannot guarantee absolute security but are committed to protecting your information to the best of our ability.

11. Your Rights Under POPIA

As a data subject under POPIA, you have the following rights:

- The right to be notified that your personal information is being processed
 - The right to access the personal information we hold about you
 - The right to request correction of inaccurate or incomplete information
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- The right to request deletion or destruction of your personal information, subject to legal obligations
- The right to object to the processing of your personal information
- The right to withdraw consent at any time, where processing is based on consent
- The right to submit a complaint to the Information Regulator of South Africa

To exercise any of the above rights, please contact our Information Officer at the details provided in section 2. We will respond to your request within a reasonable timeframe, and no later than as prescribed under POPIA.

12. Cookies and Website Analytics

Our website may use cookies and similar tracking technologies to improve your browsing experience and analyse site usage. Cookies are small text files stored on your device when you visit a website.

You may configure your browser to refuse cookies or to alert you when cookies are being sent. Please note that disabling cookies may affect the functionality of certain parts of our website. Where required, we will seek your consent before placing non-essential cookies on your device.

13. The Information Regulator

If you are not satisfied with the way we have handled your personal information or a complaint, you have the right to lodge a complaint with the Information Regulator of South Africa:

Information Regulator (South Africa)

Website: www.inforegulator.org.za

Email: inforeg@justice.gov.za

Telephone: 010 023 5200

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or operational needs. The updated version will be published on our website with a revised effective date. We encourage you to review this policy periodically. Where changes are material, we will notify you where we are able to do so.

15. Contact Us

If you have any questions, concerns, or requests relating to this Privacy Policy or the processing of your personal information, please contact us:

Afriture

Email: jean.barclay@afriture.co.za



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