

# PRIVACY POLICY

## 1. Introduction

The Bag Lady ("we," "our," "us") is committed to protecting your privacy and ensuring compliance with the **Protection of Personal Information Act (POPIA) No. 4 of 2013**. This policy explains how we collect, use, store, and disclose your personal information when you interact with our website, social media platforms, and services.

## 2. Collection of Personal Information

We collect personal information in the following ways:

- When you place an order (name, email, phone number, delivery address, payment details)
- When you contact us for customer support
- When you sign up for newsletters or promotions
- Through cookies and website analytics

## 3. Use of Personal Information

Your personal information is used for:

- Processing and fulfilling orders
- Customer service and support
- Improving website functionality and user experience
- Legal compliance and fraud prevention

## 4. Data Protection Measures

We implement security measures to protect your data against unauthorized access, loss, or disclosure. We will not sell, rent, or share your information with third parties except as required by law.

## 5. Your Rights Under POPIA

As per **Sections 5 & 18 of POPIA**, you have the right to:

- Request access to your personal information
- Request correction or deletion of incorrect data
- Withdraw consent for marketing communications

## 6. Contact Information

For privacy inquiries, please contact us at **thebagladysa@gmail.com** or call **+27 72 997 5298**.

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