



# The 4 Paws Inn

Where Every Tail Wags Happily!

## 4 Paws Inn & Hotel E-Commerce Platform Privacy Policy:

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### 4 Paws Inn & Hotel E-Commerce Platform

#### 1. Introduction

This Privacy Policy explains how 4 Paws Inn & Hotel ("we", "us", "our") collects, uses, discloses, and protects your personal information in accordance with the Protection of Personal Information Act (POPIA) of 2013.

#### 2. Information We Collect

##### 2.1 Personal Information

- Name and contact details
- Billing and delivery addresses
- Payment information
- Pet information and history
- Purchase history
- Account login credentials
- Communication preferences

##### 2.2 Automatically Collected Information

- Device information
- IP address
- Browser type
- Website usage data
- Cookies and similar technologies

#### 3. How We Use Your Information

We use your information to:

- Process orders and payments
- Deliver products
- Send order updates
- Provide customer support
- Improve our services
- Send marketing communications (with consent)
- Comply with legal obligations
- Prevent fraud

#### 4. POPIA Compliance

We process personal information in accordance with POPIA by:

- Collecting only necessary information
- Processing information lawfully
- Maintaining information accuracy
- Limiting access to authorized personnel
- Implementing security measures
- Respecting your rights as a data subject

## **5. Information Sharing**

We may share your information with:

- Payment processors
- Delivery services
- IT service providers
- Professional advisers
- Law enforcement (when required)

We do not sell your personal information to third parties.

## **6. Data Security**

We implement appropriate technical and organizational measures to protect your information, including:

- Encryption
- Secure servers
- Access controls
- Regular security assessments
- Staff training

## **7. Your Rights**

Under POPIA, you have the right to:

- Access your personal information
- Correct inaccurate information
- Request deletion of information
- Object to processing
- Withdraw consent
- Lodge complaints with the Information Regulator

## **8. Marketing Communications**

We will only send marketing communications with your explicit consent. You can opt out at any time by:

- Using unsubscribe links in emails
- Contacting us directly
- Updating your account preferences

## **9. Children's Privacy**

Our e-commerce platform is not intended for children under 18. We do not knowingly collect information from children.

## **10. Cookies**

We use cookies to:

- Maintain your session
- Remember preferences
- Analyze website usage
- Improve user experience

You can control cookies through your browser settings.

## **11. Data Retention**

We retain personal information for:

- Active accounts: Duration of account activity
- Completed orders: 5 years (legal requirement)
- Marketing purposes: Until consent withdrawal
- Financial records: 7 years (legal requirement)

## 12. International Data Transfers

We primarily process data within South Africa. Any international transfers comply with POPIA requirements for cross-border transfers.

## 13. Changes to Privacy Policy

We may update this policy periodically. Significant changes will be communicated through:

- Website notifications
- Email updates
- WhatsApp messages

## 14. Contact Information

For privacy-related queries:

- Information Officer: [Name]
- WhatsApp: 067 014 2070
- Email: [hello@4pawsinnandhotel.com](mailto:hello@4pawsinnandhotel.com)
- Address: 434 Koeberg Road, Milnerton, Cape Town

## 15. Information Regulator

You have the right to lodge complaints with the Information Regulator:

- Website: [www.justice.gov.za/inforeg](http://www.justice.gov.za/inforeg)
- Email: [inforeg@justice.gov.za](mailto:inforeg@justice.gov.za)

Last Updated: December 2024

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Let me know if you need any changes or additional details!

