

Privacy Policy for Beamy™ E-Commerce Website

Beamy™ (hereafter referred to as "we," "our," or "us") values the privacy of its users and is committed to safeguarding your personal information. This Privacy Policy outlines how we collect, use, protect, and share your data when you visit and use our e-commerce website (the "Site"). By accessing or using the Beamy™ website, you agree to the collection and use of information in accordance with this policy.

1. Information We Collect

We collect two types of information from you when you interact with the Beamy™ website:

1.1 Personal Information

This includes information that you voluntarily provide to us, such as when you create an account, place an order, or contact our customer service team. The types of personal information we collect may include:

- Name
- Email address
- Delivery address
- Phone number
- Payment information (e.g., credit/debit card details)
- Billing information
- Shipping information

1.2 Non-Personal Information

We also collect non-personal information automatically when you visit the Beamy™ website, including:

- Browser type and version
- Device type (e.g., desktop, tablet, mobile)
- IP address
- Referring/exit pages
- Pages viewed and time spent on the website
- Cookies and tracking data

2. How We Use Your Information

We use the information we collect for various purposes, including:

2.1 To Process Orders and Deliver Products

We use your personal information to:

- Process and fulfil orders
- Verify payment and billing details
- Deliver products to your specified address
- Send order confirmations and updates

2.2 Customer Service and Communication

We may use your contact details to respond to your inquiries, resolve issues, or provide support regarding your orders and account.

2.3 Personalization and Marketing

We may use your information to:

- Personalize your shopping experience on our website
- Provide you with targeted promotions, offers, and discounts
- Send newsletters or marketing materials, unless you opt out

2.4 Improve Website Functionality

We use non-personal information to analyse website traffic, improve user experience, and troubleshoot technical issues.

2.5 Legal Compliance and Security

We may use your information to comply with legal obligations, enforce our terms and conditions, and protect our website, customers, and business from fraud or unauthorized activities.

3. How We Protect Your Information

We implement a variety of security measures to ensure the protection of your personal data, including:

- **Encryption:** We use SSL encryption technology to safeguard payment transactions.
- **Secure Servers:** Personal data is stored on secure servers with restricted access.
- **Payment Security:** We use trusted third-party payment processors to handle financial transactions.

Despite these measures, please note that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to protect your personal data, we cannot guarantee its absolute security.

4. Cookies and Tracking Technologies

Beamy™ uses cookies and similar tracking technologies (e.g., web beacons, pixels) to enhance your experience on our website. Cookies are small text files stored on your device that help us:

- Remember your preferences and settings
- Provide personalized recommendations
- Analyse website traffic and usage patterns
- Offer targeted advertising

You can manage your cookie preferences through your browser settings, but please note that disabling cookies may affect your experience on the website.

5. Sharing Your Information

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

5.1 Service Providers

We may share your personal data with trusted third-party service providers who assist us with:

- Payment processing
- Order fulfilment and delivery
- Marketing and promotional activities
- Customer support

These third parties are contractually obligated to protect your personal information and are not permitted to use it for their own purposes.

5.2 Legal Compliance

We may disclose your personal information if required by law or in response to a valid request by public authorities (e.g., a subpoena, court order, or legal process).

5.3 Business Transfers

In the event of a merger, acquisition, or sale of all or part of Beamy™, your personal information may be transferred to the new owner or entity.

6. Your Data Rights and Choices

6.1 Access and Correction

You have the right to access, update, or correct the personal information we hold about you. You can do this by logging into your account or contacting us directly.

6.2 Opt-Out of Marketing Communications

You can opt out of receiving marketing emails by clicking the "unsubscribe" link in any promotional email or by adjusting your communication preferences in your account settings.

6.3 Data Deletion

You may request that we delete your personal information by contacting us. However, certain data (such as transaction records) may need to be retained for legal or business purposes.

6.4 Data Retention

We retain your personal information only as long as necessary to fulfil the purposes outlined in this policy or as required by law.

7. Third-Party Links

Our website may contain links to third-party websites, services, or applications that are not operated by Beamy™. We are not responsible for the privacy practices or content of such third parties. We encourage you to review the privacy policies of any third-party sites you visit.

8. Children's Privacy

Beamy™ does not knowingly collect or solicit personal information from individuals under the age of 13. If we learn that we have collected personal data from a child under the age of 13, we will take steps to delete such information as soon as possible. If you are a parent or guardian and believe your child has provided personal data to us, please contact us to request deletion.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. Any changes will be posted on this page with an updated "Effective Date." Please review this Privacy Policy periodically for updates.

10. Contact Us

If you have any questions or concerns regarding this Privacy Policy, or if you would like to exercise your data rights, please contact us at:

Beamy™ Customer Support

Email: support@beamy.co.za

Phone: +27 82 453 9508

By using the Beamy™ website, you acknowledge that you have read and understood this Privacy Policy and agree to the practices described herein.