



Aarts Jewellery Studio (Pty) Ltd

Business Reg no: 2018/420160/07

Physical Address: Not publicly disclosed for security reasons
Available upon request where required
in terms of applicable legislation

Cell: 083 260 6411

Email: aartsjewels@gmail.com

PROTECTION OF PERSONAL INFORMATION ACT, 2013 (ACT 4 OF 2013) POPIA POLICY

Company Name: Aarts Jewellery Studio (Pty) Ltd

Registration Number: 2018/420160/07

Information Officer: Andréa Raats

1. Purpose

Aarts Jewellery Studio (Pty) Ltd ("the Company") is committed to protecting the privacy and security of personal information in accordance with the Protection of Personal Information Act, 2013 ("POPIA").

This policy explains how personal information is collected, processed, stored, and protected in the course of the Company's activities, including custom designs, online enquiries, customer engagement, and marketing.

2. Scope

This policy applies to:

- Customers (appointment based)
- Website users
- Social media users engaging with the Company
- Suppliers and service providers
- Any third party whose personal information is processed by the Company

3. Types of Personal Information Processed

The Company may process:

- Names and contact details
- Identity numbers and identity documents
- Physical and postal addresses
- Email addresses and communication records
- Payment and transaction information
- Custom design specifications linked to individuals, including CAD renders and images
- Social media interactions (messages, comments, enquiries)
- Any information required under the Financial Intelligence Centre Act (FICA)

4. Lawful Basis for Processing

The Company processes information lawfully and in accordance with the Protection of Information Act, 2013 (“POPIA”)

Personal Information is processed on one or more of the following lawful grounds:

1. Where processing is necessary to conclude or perform a contract with a customer, supplier, or service provider
2. Where processing is required by law, including obligations arising from the Financial Intelligence Centre Act (FICA), and other applicable regulatory requirements
3. For legitimate business interests, provided such processing does not infringe the rights of the data subject
4. Where the data subject has provided voluntary, specific, and informed consent, where consent is required.

Where personal information is processed to comply with a legal or regulatory obligation, consent is not required and may not be withdrawn.

The Company does not process personal information in a manner that is unlawful, excessive, or unrelated to business activities.

5. Use of Personal Information

Personal information is used to provide jewellery design, manufacture, and sales services; schedule and manage appointments; process payments; facilitate deliveries; comply with FIC legislations and legal or regulatory obligations; and communicate with customers or trade partners.

7. Sharing of Personal Information

Personal information may be shared with:

- Payment processors and financial institutions
- Courier and logistics providers
- IT service providers and website hosting services
- Professional advisors (legal, audit, compliance)
- Regulatory authorities where required by law

The Company does not sell personal information to third parties.

11. Information Security

The Company implements appropriate technical and organisational measures, including access controls, password protection and secure storage of electronic and physical records. Access is restricted to the owner of the Company. Any service providers are subject to confidentiality obligations.

12. Data Retention

Personal information is retained only for as long as necessary. Personal information is retained to fulfil contractual obligations, to comply with legal and regulatory requirements and for legitimate business purposes.

Thereafter records are destroyed or anonymised.

Where retention is required by law, POPIA deletion rights do not apply.

13. Data Subject Rights

Data subjects have the right to access their personal information, request corrections or deletions, object to processing where applicable and lodge a complaint with the Information Officer.

Requests must be submitted in writing and will be processed within a reasonable timeframe (estimated 30 days). Requests may be declined where retention is required by law.

14. Data Breach Notification

In the event of a data breach, the Information Regulator will be notified where required, affected data subjects will be informed where necessary and immediate remedial steps will be taken.

15. Website and Cookies

The Company website may collect technical data including:

- Cookies
- Website usage data
- Analytics data

Users may control cookie settings through their browser.

16. Contact Details

All POPIA-related enquiries or requests should be directed to:

Information Officer: Andréa Raats

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