

Privacy Policy for armfa.africa

Effective Date: September 6, 2025

This Privacy Policy describes how armfa.africa (the "Site," "we," "us," or "our") collects, uses, and discloses your personal information when you visit, use our services, or make a purchase from the Site. By visiting or using the Site, you agree to the collection and use of information in accordance with this policy.

1. Information We Collect

We collect various types of information to provide and improve our services to you. The types of information we collect depend on how you interact with our Site and services.

Personal Information

Personal Information refers to any information that can be used to identify you directly or indirectly. This may include, but is not limited to:

- **Contact Information:** Name, email address, postal address, phone number.
- **Account Information:** Username, password, and other registration details.
- **Demographic Information:** Age, gender, preferences, interests.
- **Payment Information:** Credit card details, billing address (processed securely by third-party payment processors; we do not store full payment card details).
- **Communications:** Records of your correspondence with us, including emails and chat messages.

Non-Personal Information

Non-Personal Information is data that cannot be used to identify you. This may include:

- **Usage Data:** Information about how you access and use the Site, such as your IP address, browser type, operating system, referring URLs, pages viewed, and the dates/times of your visits.
- **Device Information:** Information about the device you use to access our Site, including hardware model, operating system and version, unique device identifiers, and mobile network information.
- **Log Data:** Server logs may include information like your web request, Internet Protocol ("IP") address, browser type, browser language, referring/exit pages and URLs, platform type, number of clicks, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages, and the date and time of your request.

2. How We Use Your Information

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

- **To Provide and Maintain Our Services:** This includes operating the Site, providing customer support, and performing necessary business operations.
- **To Improve and Personalize Your Experience:** We use information to understand how you use our services, develop new features, and tailor content and offerings to your interests.
- **For Communication:** To send you updates, security alerts, and administrative messages, as well as marketing and promotional communications that may be of interest to you.
- **For Security and Fraud Prevention:** To protect our Site, users, and data from unauthorized access, fraud, and other illegal activities.
- **For Analytics and Research:** To analyze trends, track user activities, and gather demographic information to improve our services and user experience.
- **To Comply with Legal Obligations:** To meet legal and regulatory requirements, respond to lawful requests, and enforce our terms and policies.

3. How We Share Your Information

We may share your information with third parties in the following circumstances:

- **Service Providers:** We may share your information with third-party vendors, consultants, and other service providers who perform services on our behalf, such as payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance. These service providers are authorized to use your personal information only as necessary to provide these services to us.
- **Business Transfers:** In the event of a merger, acquisition, reorganization, bankruptcy, or other sale of all or a portion of our assets, your information may be transferred to the acquiring entity.
- **Legal Requirements and Law Enforcement:** We may disclose your information if required to do so by law or in the good faith belief that such action is necessary to (i) comply with a legal obligation, (ii) protect and defend our rights or property, (iii) act in urgent circumstances to protect the personal safety of users of the Site or the public, or (iv) protect against legal liability.
- **With Your Consent:** We may share your information with third parties when we have your explicit consent to do so.
- **Aggregated or De-identified Information:** We may share aggregated or de-identified information that cannot reasonably be used to identify you with third parties for various purposes, including analytics, research, and marketing.

4. Your Data Protection Rights

Depending on your location and applicable data protection laws, you may have the following rights regarding your personal information:

- **Right to Access:** You have the right to request copies of your personal data.
- **Right to Rectification:** You have the right to request that we correct any information you believe is inaccurate or complete information you believe is incomplete.
- **Right to Erasure (Right to be Forgotten):** You have the right to request that we erase your personal data, under certain conditions.
- **Right to Restrict Processing:** You have the right to request that we restrict the processing of your personal data, under certain conditions.
- **Right to Object to Processing:** You have the right to object to our processing of your personal data, under certain conditions.

- **Right to Data Portability:** You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

To exercise any of these rights, please contact us using the contact information provided below.

5. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to track the activity on our Site and hold certain information. Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Site.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

Examples of Cookies we use:

- **Session Cookies:** We use Session Cookies to operate our Service.
- **Preference Cookies:** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies:** We use Security Cookies for security purposes.

6. Data Security

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

7. Data Retention

We will retain your Personal Information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

8. Links to Other Websites

Our Site may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

9. Children's Privacy

Our Service does not address anyone under the age of 13 ("Children"). We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your Children has provided us with Personal Information, please contact us. If we become aware that we have collected Personal Information from children without verification of parental consent, we take steps to remove that information from our servers.

10. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. We will let you know via email and/or a prominent notice on our Site, prior to the change becoming effective and update the "Effective Date" at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

11. Contact Us

If you have any questions about this Privacy Policy, please contact us:

- By email: privacy@armfa.africa