

PRIVACY POLICY

Legal Business Name and Address

Sefalana Cash & Carry Limited

Plot 10038 Broadhurst Industrial, Corner Kubu Rd & Nelson Mandela Drive,
Broadhurst, Gaborone, Botswana

Contact Information: +267 368 1700

What Information are we Collecting

We use the Sefalana App to interact with our customers. In the course of providing our services, we collect the following information if the customer chooses to register on the App: However, customers may use the full functionality of the App without going through the registration process.

Username: To identify and interact with customers.

Phone Number: For communication purposes.

Email Address: For communication purposes.

Service Usage Data: Information about the services our customers use to better tailor our offerings and improve our services.

Feedback: Should users opt to provide us with feedback (positive or negative) they are given the option to provide their name and Botswana number should they desire feedback from us. Customers may, however, provide us with feedback (positive or negative) without providing their name or number.

Why we collect this Information

Personalized Service: By understanding customer preferences and usage patterns, we can tailor our products, services, and communication to better meet individual needs.

Marketing and Promotions: We may use this data to design targeted marketing campaigns and promotions. By knowing which services customers use, we can offer relevant deals and recommendations that are more likely to resonate with our audience.

Service Improvement: Analysing service usage data helps us identify trends and understand which features are most valued. This information is crucial for making informed decisions about product development and improvements.

Where we Store the Collected Data

Customer data is stored on our on-premises server. We retain this information for as long as necessary to fulfill the purposes outlined in this privacy policy, unless otherwise required by law.

How we Protect the Collected Data

Firewalls and Intrusion Detection Systems: Our firewalls and intrusion detection/prevention systems (IDS/IPS) monitor and control incoming and outgoing network traffic to prevent unauthorized access and malicious activity.

Employee Training: We regularly train our employees on data security best practices, including recognizing phishing attempts and securely handling sensitive information, to minimize the risk of data breaches.

Regular Software Updates: We ensure all software, including operating systems and applications, is up to date with the latest security patches to protect against known vulnerabilities.

Data Backup: We implement regular and secure data backup procedures to ensure that data can be restored in the event of a breach or data loss incident.

Antivirus and Darktrace: We use antivirus software and Darktrace to enhance our security posture and detect potential threats.

Whether or Not We Sell Collected Customer Information and Data

We do not sell customer information and Data to any third parties.