

PRIVACY POLICY

1. Purpose of this Policy

- 1.1. This Privacy Policy explains how Animal Ortho Solutions (Pty) Ltd (“AOS”, “we”, “our”, or “us”) collects, uses, stores, and protects your personal information in accordance with the Protection of Personal Information Act, 4 of 2013 (“POPIA”).
- 1.2. It applies to all visitors, customers, suppliers, and business partners who interact with AOS through our website, email, telephone, or in person (“you” or “the data subject”).

2. Our Commitment to Privacy

- 2.1. AOS respects your right to privacy and is committed to ensuring that your personal information is handled lawfully, transparently, and securely.
- 2.2. We only collect and process personal data necessary for legitimate business purposes related to the supply, servicing, and support of veterinary orthopaedic products.

3. Information We Collect

3.1. We may collect the following categories of personal information:

3.1.1. Personal and Contact Information

- Full name, business name, registration number (if applicable)
- Contact details (email address, telephone number, postal address)
- Billing and delivery addresses

3.2 Transactional and Account Information

- Purchase history, payment records, invoices
- VAT registration details and purchase orders

3.3 Website and Technical Data

- IP address, browser type, operating system
- Website usage statistics (cookies, analytics, browsing actions)

3.4 Veterinary Practice Information (if applicable)

- Practice or clinic name, registration number, professional role, and product usage preferences.

3.5. We do not collect sensitive medical or health-related information about animals or humans unless it is necessary for the supply, repair, or calibration of equipment, and then only with your consent.

4. How We Collect Personal Information

4.1. We collect information in the following ways:

- When you place an order for our products or services;
- When you register on our website or subscribe to our newsletter;
- When you contact us via email, telephone, or contact forms;
- Through automated data collection tools, such as cookies and analytics scripts;
- From publicly available sources, trade events, or professional directories (in compliance with POPIA).

5. How We Use Your Information

5.1. We use your personal information only for legitimate business purposes, including:

- Processing and fulfilling product orders;
- Delivering goods and managing accounts;
- Providing after-sales support, product servicing, and warranty assistance;
- Communicating updates, offers, and relevant product information;
- Complying with legal and regulatory requirements;
- Enhancing the performance and functionality of our website and services.

6. Lawful Basis for Processing

6.1. We process your personal information under one or more of the following lawful grounds:

- Your consent (for example, to receive marketing communications);
- The performance of a contract with you (e.g., to deliver ordered products);
- Our legitimate business interests, such as product improvement and fraud prevention;

- Legal or regulatory obligations under South African law.

7. Data Sharing and Disclosure

7.1. We may share personal information only when necessary and only with:

- Trusted service providers (e.g., couriers, IT providers, payment processors) who are bound by confidentiality and data protection agreements;
- Regulatory authorities or law enforcement when required by law;
- Professional advisors such as auditors, accountants, or attorneys;
- Manufacturing or warranty partners to facilitate repairs, replacements, or product registrations.

7.2. We will never sell or rent your personal information to third parties.

8. Data Retention

8.1. Personal information is retained only for as long as necessary to:

- Fulfil the purpose for which it was collected;
- Comply with legal, accounting, or warranty obligations; or
- Maintain business records as required by South African law.

8.2. Once information is no longer required, it will be securely destroyed, deleted, or anonymised.

9. Data Security

9.1. AOS implements appropriate technical and organisational measures to safeguard personal information, including:

- Secure storage and password protection;
- Encrypted electronic data transmission (SSL/TLS);
- Restricted employee access on a need-to-know basis;
- Regular system updates and firewalls.

9.2. However, no transmission of data over the internet can be guaranteed as completely secure. Use of the website is at your own risk.

10. Your Rights under POPIA

10.1. Under South African law, you have the right to:

- Access the personal information we hold about you;
- Request correction or deletion of inaccurate or outdated information;
- Withdraw consent for specific processing activities;
- Object to the processing of your information in certain circumstances;
- Lodge a complaint with the Information Regulator (see details below).

11. Cookies and Analytics

11.1. Our website uses cookies and similar technologies to:

- Improve website performance;
- Track visitor statistics; and
- Personalise the browsing experience.

11.2. You can disable cookies in your browser settings, but some features of the site may not function properly.

12. Cross-Border Transfers

12.1. Personal information may be transferred or stored outside South Africa (for example, on secure cloud servers).

12.2. In such cases, AOS ensures that equivalent data protection measures are in place and that such transfers comply with section 72 of POPIA.

13. Children's Privacy

13.1. Our products and services are intended for veterinary professionals and businesses, not for minors.

13.2. We do not knowingly collect personal information from persons under the age of 18.

14. Changes to this Policy