

brendit

Privacy Policy

Effective Date: 01.09.2024

Brendit AI ("Company", "we", "us", or "our") operates [<https://brendit.com>; <https://brendit.ai>] and is the data controller for the personal data collected through this website. We are committed to protecting and respecting your privacy and safeguarding your personal data in compliance with the applicable laws, including the Protection of Personal Information Act (POPIA) and General Data Protection Regulation (GDPR) (for European residents).

1. Information We Collect

1.1 Personal Data Provided by You

When using our Services, we may collect personal data such as your name, email address, phone number, billing address, payment details, and other information provided voluntarily. This is collected when you register, subscribe, or communicate with us.

1.2 Automatically Collected Information

We also collect information about your device and browsing activity, including your IP address, browser type, operating system, time zone, and cookies. This is referred to as "Device Information" and helps us understand how our Services are used.

2. Why We Process Your Data

2.1 Service Provision

We process your personal data to fulfill our contract with you, including the provision of brand monitoring services, customer support, and processing of payments.

2.2 Legitimate Interests

We may use your data for legitimate business interests, such as improving our Services, analytics, and marketing. Information collected automatically (e.g., Device Information) is used to identify potential cases of abuse, enhance security, and analyze website traffic.

2.3 Legal Obligations

We may process your personal information to comply with applicable legal obligations, including responding to government requests or complying with a legal process.

3. Data Sharing

We do not sell or rent your personal data to third parties. However, we may share your data with:

- Service Providers: Third-party vendors who assist us with payment processing, data storage, marketing, or technical support.
- Legal Requirements: If required by law, such as to comply with a subpoena or legal process, we may disclose your information.
- Business Transfers: In the event of a merger or sale of assets, your data may be transferred as part of the transaction.

4. International Data Transfers

For users residing in the European Economic Area (EEA), your personal data may be transferred to countries outside the EEA, including the United States and Canada, where different data protection laws may apply. In such cases, we will take appropriate steps to ensure that your data is protected in compliance with GDPR, including using standard contractual clauses where applicable.

5. Your Rights

If you are a resident of the EEA or South Africa, you have the following rights under GDPR and POPIA:

- Right of Access: Request access to your personal data.
- Right to Rectification: Correct any inaccuracies in your personal data.
- Right to Erasure: Request that we delete your personal data.
- Right to Restrict Processing: Limit how your personal data is processed.
- Right to Data Portability: Receive your personal data in a structured, commonly used format.
- Right to Object: Object to the processing of your personal data in certain circumstances.

To exercise these rights, please contact us at [support@brendit.ai] (mailto:support@brendit.ai).

6. Security of Your Information

We implement reasonable technical and administrative measures to safeguard your personal data from unauthorized access, use, or disclosure. However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute security.

7. Cookies and Tracking Technologies

Brendit AI uses cookies and similar tracking technologies to collect information about how users interact with our website. You can choose to accept or decline optional cookies through your browser settings, though declining cookies may limit your ability to use certain features of the website.

8. Retention of Data

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy or as required by law. When data is no longer needed, we will securely delete it.

9. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of these external sites, and we encourage you to review their privacy policies before providing any personal data.

10. Children's Privacy

Our Services are not intended for children under the age of 18. We do not knowingly collect personal data from children, and if we become aware of such data collection, we will take steps to delete it.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and the "Last Updated" date will be revised. Your continued use of the Services after changes have been posted signifies your acceptance of the updated policy.

12. Contact Us

If you have any questions or concerns regarding about this Privacy Policy or our data practice, please contact us at support@brendit.ai. **Brendit AI** is a brand of Care4Reputation (PTY) Ltd., 45 Buitengracht Street, 8001 Cape Town, South Africa.