

Privacy Policy for AP Labs

At AP Labs, we are committed to protecting the privacy of our customers and visitors in accordance with the Protection of Personal Information Act (POPIA). This privacy policy outlines how we collect, use, disclose, and protect your personal information when you use our website or purchase our products.

Information We Collect

We may collect personal information directly from you or from third parties in order to provide our services effectively. The types of personal information we collect may include:

- Contact information (such as name, address, email address, phone number)
- Payment information (credit card details or other payment methods)
- Order details (products purchased, quantity, preferences)
- Demographic information (age, gender, interests) for marketing purposes
- Website usage data (IP address, browser type, pages visited) through cookies and similar technologies

How We Use Your Information

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

- Processing and fulfilling orders for our products
- Communicating with customers regarding their orders, inquiries, and promotions
- Providing customer support and assistance
- Analyzing customer preferences and behavior to improve our products and services
- Sending marketing communications and promotions (with your consent where required by law)
- Complying with legal and regulatory requirements

Disclosure of Personal Information

We may share your personal information with third parties under certain circumstances, including:

- Service providers and partners involved in processing orders and delivering products (e.g., shipping companies, payment processors)
- Legal or regulatory authorities when required by law or to protect our rights and property
- Other parties with your consent or at your direction

Data Security

We take appropriate measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. This includes implementing physical, electronic, and managerial procedures to safeguard and secure the information we collect.

Your Rights

Under POPIA, you have certain rights regarding your personal information, including the right to:

- Access and request a copy of your personal information held by us
- Request correction of any incomplete or inaccurate information
- Object to the processing of your personal information under certain circumstances
- Withdraw consent to processing where applicable

Contact Us

If you have any questions, concerns, or requests regarding our privacy practices or your personal information, please contact us at:

Email: info@aplabs.co.za

We may update this privacy policy from time to time to reflect changes in our practices or legal requirements. We encourage you to review this policy periodically for any updates.

This privacy policy is effective as of 24 April 2024.