

## **Privacy Policy**

### **Seach Clothing and Printing**

**Website:** <https://seach-prints.com>

**Contact:** [info@seach-prints.com](mailto:info@seach-prints.com)

**Last Updated:** February 10, 2026

## **1. Introduction**

Seach Clothing and Printing ("we," "us," "our") operates the website <https://seach-prints.com> and provides custom printing and apparel services. We are committed to protecting your privacy and personal information in accordance with the Protection of Personal Information Act, 2013 (POPIA) and other applicable South African laws.

This Privacy Policy explains how we collect, use, store, and protect your personal information when you use our services.

## **2. Information We Collect**

### **2.1 Personal Information You Provide**

When you use our services, we may collect:

- **Contact Information:** Name, email address, phone number, physical address
- **Account Information:** Username, password (encrypted)
- **Payment Information:** Processed securely through Paystack (card details are never stored on our servers)
- **Order Information:** Product selections, custom design files, sizing information, delivery preferences
- **Communication Data:** Messages, inquiries, feedback you send to us

### **2.2 Information Collected Automatically**

- **Device Information:** IP address, browser type, device type, operating system
- **Usage Data:** Pages visited, time spent on site, links clicked
- **Cookies:** We use cookies to enhance user experience (see Cookie Policy section)
- **Transaction Data:** Order history, payment status, refund requests

### **2.3 Design Files and Artwork**

- Custom artwork and design files you upload for printing services
- These are stored securely and used solely for fulfilling your orders

### **3. How We Use Your Information**

We process your personal information for the following purposes:

#### **3.1 Service Delivery**

- Processing and fulfilling your orders
- Communicating order status and delivery updates
- Providing customer support
- Managing returns and refunds

#### **3.2 Payment Processing**

- Securely processing payments through **Paystack Payments**
- Verifying payment authenticity and preventing fraud
- Maintaining transaction records as required by the Financial Intelligence Centre Act (FICA)

#### **3.3 Business Operations**

- Improving our services and website functionality
- Analyzing usage patterns and preferences
- Sending promotional communications (with your consent)
- Complying with legal and regulatory obligations

#### **3.4 Security and Fraud Prevention**

- Detecting and preventing fraudulent transactions
- Protecting against unauthorized access
- Ensuring platform security through Google reCAPTCHA v3

### **4. Legal Basis for Processing (POPIA Compliance)**

We process your personal information based on:

- **Consent:** You have given explicit consent for specific purposes
- **Contractual Necessity:** Processing is necessary to fulfill our services
- **Legal Obligation:** Compliance with FICA, tax laws, and other regulations
- **Legitimate Interests:** Fraud prevention, security, and business improvements

You may withdraw consent at any time by contacting us at [info@seach-prints.com](mailto:info@seach-prints.com) or closing your account.

## **5. Third-Party Service Providers**

We share your information with trusted third parties to deliver our services:

### **5.1 Payment Processor**

#### **Paystack South Africa (PTY) LTD**

- Processes all payment transactions securely
- Complies with PCI-DSS standards and POPIA
- View Paystack's Privacy Policy: <https://paystack.com/privacy>

### **5.2 Other Service Providers**

- **Google Firebase:** Cloud hosting and database services
- **Google Maps API:** Address verification and delivery services
- **Email Services:** Order confirmations and communication
- **Delivery Partners:** Courier services for order fulfillment

All third parties are contractually obligated to protect your data and use it only for specified purposes.

## **6. Data Retention**

We retain your personal information for as long as necessary to:

- Fulfill the purposes described in this policy
- Comply with legal obligations (minimum 5 years as required by FICA)
- Resolve disputes and enforce agreements

### **Retention Periods:**

- **Transaction Records:** 5 years minimum (FICA requirement)
- **Account Information:** Duration of account + 5 years after closure
- **Design Files:** 1 year after order completion (for reprints/support)
- **Marketing Communications:** Until you unsubscribe

After retention periods expire, we will securely delete, anonymize, or pseudonymize your data.

## **7. Data Security**

We implement industry-standard security measures to protect your information:

- **Encryption:** SSL/TLS encryption for data transmission
- **Firebase App Check:** Bot protection and request validation
- **Google reCAPTCHA v3:** Fraud and abuse prevention
- **Access Controls:** Limited employee access on a need-to-know basis
- **Secure Storage:** Cloud-based storage with automatic backups
- **Payment Security:** PCI-DSS compliant processing through Paystack

Despite our best efforts, no system is 100% secure. We cannot guarantee absolute security but take all reasonable steps to protect your data.

## **8. International Data Transfers**

Your personal information may be transferred to and processed in countries outside South Africa, including:

- **Google Firebase Servers:** United States (compliant with GDPR and data protection standards)
- **Paystack Infrastructure:** Secure international payment networks

We ensure adequate protection through:

- Contractual data protection clauses
- Compliance with international data protection standards
- Verification that recipient countries have adequate data protection laws

## **9. Your Rights Under POPIA**

You have the following rights regarding your personal information:

### **9.1 Right to Access**

Request copies of your personal information we hold

### **9.2 Right to Correction**

Request correction of inaccurate or incomplete information

### **9.3 Right to Deletion**

Request deletion of your personal information (subject to legal retention requirements)

### **9.4 Right to Object**

Object to processing of your personal information for direct marketing

### **9.5 Right to Data Portability**

Receive your personal information in a structured, commonly used format

### **9.6 Right to Withdraw Consent**

Withdraw consent for processing at any time

### **9.7 Right to Lodge a Complaint**

Lodge a complaint with the Information Regulator of South Africa

**To exercise any of these rights, contact us at:**

 [info@seach-prints.com](mailto:info@seach-prints.com)

We will respond to your request within 30 days as required by POPIA.

## **10. Cookies and Tracking Technologies**

### **10.1 What Are Cookies?**

Cookies are small text files stored on your device when you visit our website.

### **10.2 Types of Cookies We Use**

#### **Essential Cookies (Required)**

- Enable core website functionality
- Remember items in your cart
- Maintain your session

#### **Analytical Cookies (Optional)**

- Help us understand how you use our website
- Improve user experience

- Google Analytics (anonymized data)

#### **Security Cookies (Required)**

- Google reCAPTCHA v3 for fraud prevention
- Firebase App Check for API security

#### **Preference Cookies (Optional)**

- Remember your language and region preferences
- Store your display settings

### **10.3 Managing Cookies**

You can control cookies through your browser settings. Note that disabling essential cookies may affect website functionality.

### **11. Children's Privacy**

Our services are not intended for individuals under 18 years of age. We do not knowingly collect personal information from children. If you believe we have inadvertently collected information from a minor, contact us immediately at [info@seach-prints.com](mailto:info@seach-prints.com).

### **12. Marketing Communications**

With your consent, we may send you:

- Promotional offers and discounts
- New product announcements
- Company updates and newsletters

**You can opt out at any time by:**

- Clicking "unsubscribe" in any marketing email
- Contacting us at [info@seach-prints.com](mailto:info@seach-prints.com)
- Updating your account preferences

## **13. Changes to This Privacy Policy**

We may update this Privacy Policy periodically to reflect:

- Changes in our practices
- Legal or regulatory requirements
- New features or services

**We will notify you of significant changes by:**

- Posting the updated policy on <https://seach-prints.com>
- Sending email notification (for material changes)
- Updating the "Last Updated" date at the top

Your continued use of our services after changes constitutes acceptance of the updated policy.

## **14. Information Regulator Contact Details**

If you have concerns about how we handle your personal information, you may lodge a complaint with:

### **Information Regulator of South Africa**

 [inforeg@justice.gov.za](mailto:inforeg@justice.gov.za)

 +27 (0)10 023 5200

 <https://www.justice.gov.za/inforeg/>

## **15. Contact Us**

If you have questions, concerns, or requests regarding this Privacy Policy or your personal information:

### **Seach Clothing and Printing**

 [info@seach-prints.com](mailto:info@seach-prints.com)

 <https://seach-prints.com>

We aim to respond to all inquiries within 2-3 business days.

## **16. Consent**

By using our website and services, you acknowledge that you have read, understood, and agree to this Privacy Policy.

If you do not agree with this policy, please discontinue use of our services.