



## **PRIVACY POLICY**

**Effective Date: 29 July 2025**

My Home PA (Pty) Ltd. ("My Home PA," "we," "us," or "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you access or use our website (myhomepa.co.za) and mobile application (collectively, the "Platform").

By accessing or using our Platform, you agree to the collection and use of information in accordance with this Policy.

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### **1. Who We Are — Data Controller**

My Home PA (Pty) Ltd  
Email: [contact@myhomepa.co.za](mailto:contact@myhomepa.co.za)  
Company Registration Number: 2025/275284/07

We are the data controller responsible for your personal data collected via the Platform.

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### **2. Information we collect**

We collect personal data that you voluntarily provide or that is automatically collected during your use of the Platform:

#### **a) Personal and Contact Information:**

- Name, date of birth or age group, phone number, email address, residential address, and other identification or verification documents you submit.

#### **b) Profile and Service Information:**

- Details you provide for your profile, service preferences, CV, photographs, and communication history.

#### **c) Payment Information:**

- Payment and transaction data handled securely by trusted third-party payment processors such as PayFast. We do not store your credit card or banking details.

#### **d) Usage and Device Data:**

- Technical information such as IP address, browser type, device identifiers (e.g., IDFA, Android Advertising ID), operating system, crash logs, and usage analytics.

## **2. Information we collect (Continued)**

#### **e) Location Data:**

- With your consent, approximate or precise location data to improve service matching between families and third party service providers.
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## **3. How We Use Your Information**

We use your data to:

- Provide, operate, and maintain the Platform and services.
  - Facilitate connections between families and third party service providers.
  - Verify user identity and maintain platform safety and integrity.
  - Process subscription payments via third party service providers.
  - Communicate important updates, promotional offers (with your consent), and customer support.
  - Analyze Platform usage to improve user experience and service offerings.
  - Comply with legal and regulatory requirements.
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## **4. Legal Basis for Processing Your Data**

We process your personal data based on one or more of the following:

- Your explicit consent (e.g., marketing communications, location tracking).
  - Performance of a contract (e.g., subscription services).
  - Compliance with legal obligations (e.g., fraud prevention, data retention laws).
  - Our legitimate interests in providing, securing, and improving the Platform and services.
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## **5. Sharing Your Information**

We may share your information with:

- **Other Platform users:** Necessary profile information is shared to facilitate matches and communication between families and third party service providers.
- **Third party service providers and partners:** For hosting, data analytics, customer service, communication delivery, and payment processing. These third parties are contractually required to keep

your information confidential and secure.

- **Legal authorities:** When required by law, legal processes, or to protect rights, property, or safety.

## 5. Sharing Your Information (Continued)

- **Search Engines and Public Listings:** Only if you expressly consent to making your profile publicly searchable.

We do not sell or rent your personal information to third parties.

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## 6. Data Transfers

Your information may be stored and processed in South Africa or other countries where our third party service providers operate. We ensure all international transfers comply with applicable data protection laws, including the use of Standard Contractual Clauses or other approved transfer mechanisms.

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## 7. Data Retention

We retain your personal data only as long as necessary to:

- Provide you with our services and support.
- Comply with legal, tax, or regulatory obligations.
- Resolve disputes and enforce agreements.

When you close your account or request deletion, we will remove or anonymize your data, except where retention is required or permitted by law (usually for a minimum of 5 years for compliance).

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## 8. Your Privacy Rights

Where applicable, you have the right to:

- Access and obtain a copy of your personal data.
- Correct inaccurate or incomplete data.
- Request deletion or restriction of your personal data.
- Withdraw consent at any time (where consent is the legal basis).
- Object to certain data processing based on legitimate interests.
- Data portability — receive your data in a structured, machine-readable format.

To exercise these rights, please email [contact@myhomepa.co.za](mailto:contact@myhomepa.co.za). We will respond within 30 days.

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## **9. Children's Privacy**

Our services are intended for users aged 18 or over. We do not knowingly collect personal information from minors under the age of 18 without verified parental consent. If we discover personal data from an underage user without consent, we will promptly delete it. Parents may contact us to request removal.

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

We use cookies and similar technologies to improve your experience, analyze usage, and provide personalized content. Cookies may be first-party or third-party and can be managed via your browser settings. Disabling cookies may affect Platform functionality.

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## **11. Security**

We employ industry-standard security measures to protect your data, including:

- SSL encryption for data in transit.
- Secure data storage and restricted access controls.
- Regular security audits and updates.

Please safeguard your login credentials and notify us immediately of any unauthorized use.

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

We may update this policy periodically to reflect changes in laws, technology, or business practices. We will notify you of material changes by posting the new policy on our Platform with an updated effective date.

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## **13. Contact Us**

If you have questions, concerns, or requests regarding your personal data or this Privacy Policy, contact us:

Email: [contact@myhomepa.co.za](mailto:contact@myhomepa.co.za)

Website: [myhomepa.co.za/contact](https://myhomepa.co.za/contact)

