



Privacy Policy

Last Updated: September 06, 2022

This Privacy Policy explains how Fudlink Agricultural Technology Close Corporation (operating as Fudlink) ('**Fudlink**', '**we**', '**us**', or '**our**') collects and uses the information you provide to us, to help you make informed decisions when you use our website ("Site") and mobile application ("App"), collectively our Services. Please be sure to read this entire Privacy Policy before using our services. If you do not agree to the terms of this Privacy Policy, then you should not use our services. This Privacy Policy is specifically incorporated into the Terms and Conditions, which governs your use of our Services.

1. INFORMATION WE COLLECT

When you visit or use our services we may collect personal information that you provide to us. We collect personal information that you voluntarily provide to us when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us. We may collect the following types of information:

Personal information you choose to provide to us that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

The personal information we collect may include the following:

- names
- phone numbers
- email addresses
- mailing addresses
- usernames
- passwords
- billing addresses
- contact or authentication data
- contact preferences

Sensitive Information when necessary, with your consent or as otherwise permitted by applicable law, we process the following categories of sensitive information:

- financial data

Technical information including, but not limited to, browser type, IP address, mobile device type and identifier, screen resolution, operating system, the date and time of a visit or use, the pages visited on this Site and areas accessed in the App, as well as language preferences, referring URLs, device name, country, location, information about how and when you use our Services, return visits. This information is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes. Like many businesses, we may also collect information through cookies and similar technologies. The information we may collect includes:

- **Log and Usage Data.** Log and usage data is service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our Services and which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type, and settings and information about your activity in the Services (such as the date/time stamps associated with your usage, pages and files viewed, searches, and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called 'crash dumps'), and hardware settings).
- **Device Data.** We collect device data such as information about your computer, phone, tablet, or other device you use to access the Services. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, model, Internet service provider and/or mobile carrier, operating system, and system configuration information.
- **Location Data.** We collect location data such as information about your device's location, which can be either precise or imprecise. How much information we collect depends on the type and settings of the device you use to access the Services. For example, we may use GPS and other technologies to collect geolocation data that tells us your current location (based on your IP address). You can opt out of allowing us to collect this information either by refusing access to the information or by disabling your Location setting on your device. However, if you choose to opt out, you may not be able to use certain aspects of the Services. Aggregated information as you and others browse and use our Services.

2. USES OF INFORMATION

We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We may use the information we collect from you for purposes such as:

- To facilitate account creation and authentication and otherwise manage user accounts. We may process your information so you can create and log into your account, as well as keep your account in working order.
- To deliver and facilitate delivery of services to the user. We may process your information to provide you with the requested service.
- To respond to user inquiries/offer support to users. We may process your information to respond to your inquiries and solve any potential issues you might have with the requested service.
- To send administrative information to you. We may process your information to send you details about our products and services, changes to our terms and policies, and other similar information.
- To fulfil and manage your orders. We may process your information to fulfil and manage your orders, payments, returns, and exchanges made through the Services.
- To enable user-to-user communications. We may process your information if you choose to use any of our offerings that allow for communication with another user.
- To request feedback. We may process your information when necessary to request feedback and to contact you about your use of our Services.
- To send you marketing and promotional communications. We may process the personal information you send to us for our marketing purposes, if this is in accordance with your marketing preferences. You can opt out of our marketing emails at any time.
- To protect our Services. We may process your information as part of our efforts to keep our Services safe and secure, including fraud monitoring and prevention.
- To post testimonials. We post testimonials on our Services that may contain personal information.
- To administer prize draws and competitions. We may process your information to administer prize draws and competitions.
- To evaluate and improve our Services, products, marketing, and your experience. We may process your information when we believe it is necessary to identify usage trends, determine the effectiveness of our promotional campaigns, and to evaluate and improve our Services, products, marketing, and your experience.
- To identify usage trends. We may process information about how you use our Services to better understand how they are being used so we can improve them.
- To determine the effectiveness of our marketing and promotional campaigns. We may process your information to better understand how to provide marketing and promotional campaigns that are most relevant to you.
- To comply with our legal obligations. We may process your information to comply with our legal obligations, respond to legal requests, and exercise, establish, or defend our legal rights.
- For any other purpose specified at time of collection.

3. TRANSFER OF DATA

Your information, including Personal Data, may be transferred to – and maintained on – computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction.

If you are located outside Namibia and choose to provide information to us, please note that we transfer the data, including Personal Data, to Namibia and process it there.

We reserve the right to transfer information to a third-party in the event of a sale, merger or other transfer of all or substantially all the assets of our or any of our Corporate Affiliates/ Subsidiaries to which the Service relates, or in the event that we discontinue our business or file a petition or have filed against us a petition in bankruptcy, reorganisation or similar proceeding, provide that the third party agrees to adhere to the terms of this Privacy Policy.

4. ANALYTICS, OPERATIONAL & RESEARCH SERVICES

We may use third-party Service Providers to monitor and analyse the use of our Service, such as, Google Analytics to better understand how visitors interact with our Sites. This service provides technical data including but not limited to data on where visitors came from, what actions they took on our Sites, and where visitors went when they left our Sites. We use this information to improve your experience when visiting our Sites. Please click [here](#) to learn more about this service and how to opt out of data collection by Google Analytics. We may also work with other partners to conduct research surveys in order to improve the user experience on our Services. We encourage you to read the privacy statements of these partners to learn about their data practices. We may also work with partners to help operate our Services and features offered therein. These partners may use cookies or similar technologies for these purposes.

5. SHARING INFORMATION WITH THIRD PARTIES

When you exercise your choice, we may share some information collected from you, your computer, or your mobile device with these companies so that they may honour your requests concerning their data collection practices. Additionally, we may share information with service providers who may assist us in responding to your inquiries or requests, or otherwise perform some business or operational function for us. We may also disclose personal information about you if required to do so by law, including without limitation, by search warrant, subpoena or court order; to protect our and third party rights; and for purposes disclosed at time of collection.

6. SECURITY

The security of your data is important to us but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security. We take reasonable measures to help maintain data we collect through use of our Services in a secure manner.

7. Payments

We may provide paid products and/or services within Service. In that case, we use third-party services for payment processing (e.g. payment processors). We will not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their Privacy Policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

8. LINKS TO THIRD-PARTY SITES

Our Services may contain links to other websites operated by third parties we do not control and this Privacy Policy applies solely to information collected through our Services. We encourage you to read the privacy statements of these other websites.

9. CHANGES IN OUR PRIVACY POLICY

From time to time, we may update this Privacy Policy. We will notify you of any material changes to our Privacy Policy by posting any updated policies on this page. We encourage you to visit this area frequently to stay informed.

10. Children's Privacy

Our Services are not intended for use by children under the age of 18 (“**Child**” or “**Children**”). We do not knowingly collect personally identifiable information from Children under 18. If you become aware that a Child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from Children without verification of parental consent, we shall take steps to remove that information from our servers.

11. CONTACT US

If you have questions or comments about this notice, you may email us at info@fudlink-africa.com or by post to:

Fudlink Agricultural Technology Close Corporation

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Rundu, Kavango East 9000

Namibia