

PRIVACY POLICY

Effective date: 30 July 2026

Version: 1.0

Applies to: like-alot.co.za, online orders, customer accounts, contact forms, email, WhatsApp, support, and related sales activities.

1. Purpose and scope

Like-Alot respects privacy and is committed to processing personal information lawfully, reasonably, transparently and securely. This Privacy Policy explains how we collect, use, store, share and protect personal information, and how data subjects may exercise their rights. It is intended to meet the notice requirements in section 18 of the Protection of Personal Information Act 4 of 2013 (POPIA).

This Policy applies when you browse or use like-alot.co.za (the Website), open or use an account, place or discuss an order, make a payment, request delivery or a return, submit a contact form or review, communicate with us by email or WhatsApp, or otherwise interact with Like-Alot. It applies to natural and juristic persons where POPIA protects their personal information.

This Policy is a privacy notice and does not ask for blanket consent to all processing. We rely on the lawful justification appropriate to each activity, as explained below.

2. Responsible party and privacy contacts

Like-Alot is the responsible party for personal information where it determines why and how that information is processed. References to "Like-Alot", "we", "us" or "our" in this Policy mean the operator of the Website and the Like-Alot online retail business.

Trading name	Like-Alot
Legal entity	LIKEALOT
Business address	50E HILLSIDE STREET SILVER LAKES SILVER LAKES GAUTENG 0081
Website	https://like-alot.co.za
Privacy / Information Officer email	sales@like-alot.co.za
WhatsApp	+27 81 829 0174 (WhatsApp only)

The head of the business is the Information Officer by operation of law, unless the role is lawfully authorised or delegated. Privacy requests may be sent to the contact details above and will be routed to the Information Officer or authorised delegate.

3. Important terms

- **Personal information** means information relating to an identifiable, living natural person and, where applicable, an identifiable existing juristic person.
- **Processing** includes collecting, receiving, recording, organising, storing, updating, using, sharing, restricting, deleting or destroying personal information.
- **Data subject** is the person or organisation to whom personal information relates.
- **Operator** is a person or service provider that processes personal information for a responsible party under a mandate or contract.
- **Special personal information** includes specified information about matters such as health, race or ethnic origin, religious beliefs, political persuasion, trade union membership, sex life, biometric information and criminal behaviour.

4. Personal information we collect

We collect only information that is adequate, relevant and not excessive for the purpose concerned. Depending on how you interact with us, the information may include:

- **Identity and contact details:** name, surname, username, email address, telephone or WhatsApp number, and the details of an authorised representative.
- **Billing and delivery details:** country or region, street address, apartment or unit information, town or city, province, postal code, delivery instructions and alternative delivery address.
- **Account details:** login identifier, authentication and password-reset data, account preferences, saved addresses and order history.
- **Order and transaction details:** products viewed or purchased, basket contents, order number, date and value, discounts, delivery method, payment status, return or refund information, correspondence and fraud-prevention indicators.
- **Payment-related details:** the payment method selected, payment status, gateway reference and limited transaction information returned by Payfast. Card or bank credentials entered on the payment provider's secure service are ordinarily processed by that provider rather than stored by Like-Alot.
- **Communications:** contact form entries, including name, phone, email, subject and message; emails; WhatsApp messages; complaints; support enquiries; product feedback; and return requests.
- **Optional content:** order notes, reviews, ratings, uploaded or shared material and any personal information you voluntarily include in free-text fields.
- **Technical and usage information:** internet protocol address, date and time of access, browser and device information, operating system, pages viewed, referring page, search terms, interaction events, session identifiers, cookie or similar identifiers, error logs and security events.
- **Attribution and analytics information:** campaign, referral and source information used to understand how a visit or order originated, together with aggregated or pseudonymised website statistics.

We do not intentionally request special personal information, identity numbers, copies of identity documents, or information about children through ordinary shopping and support channels. Please do not include sensitive information in an order note, review or contact message unless it is genuinely necessary.

5. Where information comes from

We collect personal information:

- **Directly from you** when you browse, create or use an account, complete checkout, contact us, submit a review, request support, communicate through WhatsApp or email, or exercise a privacy right.
- **Automatically from the Website** through server logs, essential website functionality, WooCommerce session and order-attribution tools, and WP Statistics.
- **From service providers** such as Payfast, The Courier Guy, PostNet, hosting, website support and communication providers, when they provide transaction, delivery, security or support information needed for our relationship with you.
- **From public or permitted sources**, including a social-media interaction you make public or information supplied by a person who is authorised to act for you.

If you provide another person's information, you must be authorised to do so and must make this Policy available to that person where reasonably practicable.

6. Why we process information and our lawful justifications

POPIA permits processing where an appropriate lawful justification applies. The main purposes and justifications relevant to Like-Alot are set out below.

Purpose	Typical information	Justification
Operate the Website, basket, checkout and accounts	Technical, account, session and contact data	Contract or steps requested before contract; legitimate operational and security interests
Accept, fulfil, deliver and support orders	Identity, address, contact, order and delivery data	Contract; legitimate interests of you, us and delivery providers
Process payment, refunds and fraud checks	Transaction, payment status, gateway and risk data	Contract; legal obligations; legitimate fraud-prevention interests
Respond to enquiries, complaints and returns	Contact details and communication content	Contract or steps requested by you; consent where applicable; legitimate interests
Keep financial, tax and business records	Orders, invoices, payments, refunds and correspondence	Obligation imposed by law; lawful business and evidential purposes
Secure, test and improve services	Technical, usage, error, security and aggregated data	Legal duties; legitimate security and service-improvement interests; consent where required
Send direct marketing	Name, contact details, consent and preference records	Consent, or the limited existing-customer exception in POPIA section 69

Our legitimate interests are used only after considering the purpose, necessity, reasonable expectations and possible effect on your privacy. You may object on reasonable grounds relating to your particular situation where POPIA section 11(3)(a) applies.

7. Mandatory and voluntary information

Fields marked as required at checkout or in another form are mandatory for that transaction or request. This normally includes the information needed to identify you, contact you, accept payment and deliver an order. If required information is not supplied, we may be unable to open or recover an account, complete an order, deliver products, process a refund, respond properly to a request, or comply with a legal obligation.

Fields described as optional, such as apartment details, a telephone number at checkout or order notes, are voluntary unless the circumstances make them necessary. Marketing consent is always voluntary. Refusing or withdrawing marketing consent does not affect an order or ordinary customer service.

8. Cookies, statistics and similar technologies

The Website uses cookies and similar technologies to make the shop work, maintain a basket and session, support login and checkout, protect the Website, remember choices, measure usage and understand order attribution. A cookie is a small text file or identifier stored or read by a browser.

- **Strictly necessary technology:** supports the shopping basket, checkout, login, session continuity, load balancing and security. Disabling it may prevent core features from working.
- **Preferences:** remembers choices or interface settings where enabled.
- **Statistics:** WP Statistics may process technical and usage events to produce audience, page-view and performance reports.
- **Order attribution:** WooCommerce tools may record source, campaign or referrer information associated with a visit or order.
- **External resources and links:** the Website may request web fonts from Google. If you choose social-media, YouTube, Payfast, courier or PostNet links, the destination service may receive technical data and process information under its own notice.

Where consent is legally required for non-essential cookies or similar technology, it must be obtained before that technology is activated. You may use available cookie settings and your browser controls to block or delete cookies. Browser controls may not prevent server-side security logs or aggregated statistics. The Website should provide a clear cookie choice whenever non-essential tracking is enabled.

9. When we share personal information

We do not sell personal information. We share it only when reasonably necessary for a lawful purpose, proportionate to that purpose, and subject to appropriate safeguards. Recipients may include:

- **Payfast**, to process payments, refunds, verification and fraud-prevention activities. Payfast may also act as a separate responsible party for obligations it determines under payment, financial crime and other laws.
- **The Courier Guy and PostNet**, depending on the delivery option selected, to quote for, arrange, track and complete delivery or a return.
- **Website, hosting, email, backup, security, analytics and technical-support providers** that keep the Website and business systems available and secure.
- **Professional advisers and insurers**, such as accountants, auditors, legal advisers and claims handlers, where confidentiality and a lawful purpose apply.
- **Public authorities, regulators, courts and law-enforcement bodies** where disclosure is required or permitted by law, or is reasonably necessary to establish, exercise or defend a legal claim.

- **A buyer, investor or successor** in a genuine restructuring, sale or transfer of all or part of the business, subject to confidentiality and lawful-processing safeguards.
- **Other persons you authorise**, including a recipient, representative or delivery contact you nominate.

Operators processing personal information for Like-Alot must act with our knowledge or authorisation, preserve confidentiality, maintain appropriate security measures and notify us immediately if they reasonably believe personal information was accessed or acquired by an unauthorised person. We seek written operator arrangements where POPIA section 21 requires them.

10. International processing and transfers

Some hosting, email, cloud, support, web-font, payment or social-media providers may process information in, or allow support access from, countries outside South Africa. Those countries may have different data-protection laws.

Like-Alot will transfer personal information outside South Africa only where a condition in POPIA section 72 is met. This may include an adequate law or binding agreement providing substantially similar protection, your consent, necessity for performing or entering into a contract requested by you, necessity for a contract concluded in your interest, or another lawful basis in section 72. Reasonable contractual, technical and organisational safeguards will be used where appropriate.

11. How long we keep information

We retain personal information only for as long as needed for the purpose for which it was collected or further processed, unless a law, contract, lawful business need, dispute or consent permits or requires longer retention. Our retention criteria include:

- **Orders, invoices, payment and tax records:** generally for at least five years from the relevant tax return or period, and longer where a return remains outstanding, an audit or investigation continues, another law applies, or a dispute requires it.
- **Customer accounts:** while the account is active and for a reasonable period after closure to complete outstanding orders, prevent fraud, answer queries and meet legal obligations. Order records may be retained separately for the periods above.
- **Support, contact and return correspondence:** ordinarily for up to 24 months after the matter closes, unless linked to an order, complaint, claim or legal duty requiring longer retention.
- **Marketing records:** while you are subscribed or while a lawful existing-customer relationship continues. A minimal suppression record may be kept after opt-out so that we do not contact you again unlawfully.
- **Identifiable website logs, statistics and attribution data:** for a proportionate operational or security period, ordinarily no longer than 24 months unless a security incident, fraud investigation, legal obligation or genuinely anonymised analysis requires otherwise.
- **Backups:** until they roll off a protected backup cycle, after which the information is securely overwritten or rendered inaccessible in the ordinary course.

When Like-Alot is no longer authorised to retain a record, we will delete or destroy it, or de-identify it so that it cannot reasonably be re-identified. Destruction will be performed in a manner that prevents reconstruction in an intelligible form.

12. Security safeguards

We take appropriate, reasonable technical and organisational measures to protect the integrity and confidentiality of personal information against loss, damage, unauthorised destruction, unlawful access or unlawful processing. Measures are selected with regard to foreseeable risks, the sensitivity and volume of information, generally accepted security practices, and the cost and feasibility of controls.

- Transport encryption for the Website and protected payment redirection.
- Role-based or need-to-know access, account controls and secure authentication practices.
- Updates, malware protection, backups, logging, monitoring and vulnerability management appropriate to the systems concerned.
- Confidentiality obligations, security requirements and due diligence for staff and service providers with access to personal information.
- Procedures for handling access requests, incidents, complaints, retention and secure disposal.
- Periodic review and improvement of safeguards in response to new risks or identified deficiencies.

No online system is completely risk-free. You should use a strong, unique password, keep account details confidential, sign out on shared devices, and contact us promptly if you suspect unauthorised activity.

13. Security compromises

Where there are reasonable grounds to believe that personal information has been accessed or acquired by an unauthorised person, Like-Alot will investigate, contain and remediate the incident. Where POPIA section 22 applies, we will notify the Information Regulator and affected data subjects as soon as reasonably possible after discovery, subject to lawful investigative delay.

A notice to an affected person will provide enough information to support protective action, including the possible consequences, measures taken or planned, recommended steps and, if known, the identity of the unauthorised person. Security-compromise reports to the Regulator are made through the Regulator's eServices process applicable at the time.

14. Direct marketing and communication preferences

Like-Alot may send product news, offers or similar direct marketing by email, SMS, WhatsApp, telephone or another electronic channel only where permitted by POPIA and other applicable law.

- For a person who is not an existing customer, we will obtain consent before sending unsolicited electronic direct marketing and will approach that person only once to request consent if consent has not previously been withheld.
- For an existing customer, we may market our own similar products or services only where the contact details were obtained in the context of a sale and the customer received a free, simple opportunity to object at collection and in each message.
- Failure to opt out is not consent. We will not treat silence, inactivity or a pre-ticked choice as consent.
- Each marketing message will identify the sender and provide a free, simple way to stop future marketing. An objection may also be sent to sales@like-alot.co.za or the published WhatsApp number.

- We will maintain a suppression record and stop marketing after a valid objection or withdrawal, subject only to the time reasonably needed to implement the request.

Service messages about an order, payment, delivery, return, security event or account are not marketing and may still be sent where necessary for the transaction or our legal duties.

15. Children and special personal information

The Website is intended for persons who may lawfully transact or who use it with the involvement of a parent or legal guardian. We do not knowingly seek to process the personal information of a child under 18 without the consent of a competent person or another authorisation permitted by POPIA.

We do not intentionally process special personal information in ordinary retail operations. If such information is received incidentally, we will restrict its use, delete it where appropriate, or process it only where a POPIA authorisation and the ordinary lawful processing conditions apply. A parent, guardian or person who believes a child supplied information without proper authority should contact us promptly.

16. Automated decision-making

Like-Alot does not ordinarily make a decision based solely on automated processing that produces legal consequences or substantially affects a person. Payment and fraud-prevention providers may use automated indicators to approve, decline or refer a transaction under their own legal duties and privacy notices. Where an order is held or cancelled for suspected fraud, you may contact us to request information and human review where applicable.

17. Your rights

Subject to POPIA, PAIA and lawful limitations, you may:

- Ask whether Like-Alot holds personal information about you, free of charge.
- Request access to, or a description of, your personal information and the identity or categories of third parties that have had access to it. A prescribed fee may apply to copies where permitted by law and after notice of that fee.
- Ask us to correct or delete information that is inaccurate, irrelevant, excessive, out of date, incomplete, misleading or obtained unlawfully.
- Ask us to destroy or delete a record that we are no longer authorised to retain.
- Object, on reasonable grounds relating to your situation, to processing based on the justifications in POPIA section 11(1)(d) to (f), unless legislation permits the processing.
- Object at any time to direct marketing and require marketing to stop.
- Withdraw consent at any time where processing depends on consent. Withdrawal does not affect the lawfulness of earlier processing or processing justified on another lawful ground.
- Ask for processing to be restricted while accuracy, an objection or a lawful retention issue is being resolved.
- Be notified of the collection of your information and of an applicable security compromise.
- Complain to Like-Alot or lodge a complaint with the Information Regulator.

18. How to exercise a right

Send a request to sales@like-alot.co.za or by WhatsApp to [+27 81 829 0174](tel:+27818290174). State the right you wish to exercise and provide enough information to locate the relevant record. You may use a form substantially similar to POPIA Form 1 for an objection or Form 2 for correction, deletion or destruction.

The forms are available from the Information Regulator, but we will not reject a clear request merely because it uses another accessible format.

Rights requests and objections are free of charge unless a fee is specifically permitted by PAIA or another law. We may request proportionate proof of identity or authority to protect information from unauthorised disclosure. Please do not send a copy of an identity document unless we specifically explain why it is necessary and how it will be protected.

We will respond within the period required by law. For a completed correction, deletion or destruction request, we will notify you in writing of the action taken within 30 days of receipt, or within any different period lawfully applicable at the time. Complex access requests may also be handled under Like-Alot's PAIA process.



19. Complaints and the Information Regulator

Please first contact Like-Alot so that we can try to resolve a concern promptly. You also have the right to lodge a POPIA complaint with the Information Regulator through its eServices portal or current prescribed process.

Regulator	Information Regulator (South Africa)
Physical address	Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg, 2191, South Africa
Postal address	P.O. Box 31533, Braamfontein, Johannesburg, 2017
POPIA complaints	POPIAComplaints@inforegulator.org.za
General enquiries	enquiries@inforegulator.org.za
Telephone	010 023 5200 Toll-free: 0800 017 160
Web and eServices	inforegulator.org.za eservices.inforegulator.org.za

20. Third-party websites and services

The Website contains links to Payfast, courier services, PostNet, Facebook, Instagram, YouTube and other websites. A third party may act as its own responsible party and apply its own privacy policy, terms, cookies and security practices. Like-Alot does not control a third party's independent processing. Review the destination service's privacy notice before supplying personal information.

21. Changes to this Policy

We may update this Policy to reflect changes in the Website, suppliers, processing activities, law or regulatory guidance. The updated version will show a new effective date and should be made available through the Website's Privacy Policy link. Where a change materially affects an existing purpose or your rights, we will provide an appropriate additional notice and obtain consent if the law requires it.

22. Legal framework and contact

This Policy is governed by South African law and has been prepared with reference to POPIA, the Regulations Relating to the Protection of Personal Information, 2021 as amended with immediate effect on 17 April 2025, the Promotion of Access to Information Act 2 of 2000 (PAIA), the Electronic Communications and Transactions Act 25 of 2002, the Consumer Protection Act 68 of 2008 and applicable tax and record-keeping laws.

Questions about this Policy or Like-Alot's handling of personal information may be sent to sales@like-alot.co.za or by WhatsApp to [+27 81 829 0174](tel:+27818290174).