

1. Introduction

AlienNation Creative Agency (Pty) Ltd (“we,” “our,” “us”) respects your privacy and is committed to protecting the personal information that you provide to us in compliance with the Protection of Personal Information Act, 2013 (POPIA). This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website, <https://www.aliennation.co.za>, or engage with us through other channels.

By accessing or using our website, you agree to the terms outlined in this Privacy Policy.

2. Definitions

- **Personal Information:** Information relating to an identifiable, living, natural person or existing juristic person (e.g., name, contact details, identification numbers).
- **Processing:** Any operation concerning personal information, including collection, storage, modification, and destruction.
- **Data Subject:** The individual or entity whose personal information is being processed.
- **Responsible Party:** AlienNation Creative Agency (Pty) Ltd, which determines the purpose and means of processing personal information.

3. Collection of Personal Information

We collect personal information directly from you when you:

- Register on our website.
- Subscribe to our newsletter or marketing communications.
- Submit inquiries or contact us via forms, emails, or calls.
- Place orders or make payments.

The personal information collected may include:

- Full name, email address, and phone number.
- Delivery address and billing details.
- Payment information (processed securely through third-party payment providers).
- Any other information you choose to provide during interactions.

Additionally, we may automatically collect certain information through cookies and similar technologies (e.g., IP addresses, browser type, and browsing behavior).

4. Purpose of Processing

We process your personal information to:

- Fulfill your orders and deliver products/services.
- Communicate with you regarding transactions and customer support.
- Provide updates on products, services, or promotions.
- Analyse website usage for performance improvements.

- Comply with legal and regulatory requirements.

5. Legal Basis for Processing

The processing of your personal information is justified based on:

- Your consent for specific purposes (e.g., receiving marketing emails).
- The necessity to fulfil a contract with you.
- Compliance with legal obligations.
- Legitimate interests pursued by Hey Space, such as enhancing our services.

6. Sharing of Personal Information

We may share your personal information with trusted third parties, including:

- Service providers such as delivery companies, payment processors, and IT support services.
- Legal authorities if required to comply with applicable laws.
- Third-party marketing platforms if you have consented to such sharing.

We ensure all third-party providers adhere to strict confidentiality and data protection obligations.

7. International Data Transfers

If your personal information is transferred outside South Africa, we ensure adequate safeguards are in place to protect your data, in compliance with POPIA and other relevant regulations.

8. Security of Personal Information

We implement robust security measures to protect your personal information from unauthorized access, loss, or misuse. These measures include encryption, secure servers, and restricted access to sensitive data.

Despite these efforts, no transmission over the Internet or electronic storage is entirely secure. As such, we encourage you to take precautions when providing personal information online.

9. Retention of Personal Information

We retain your personal information only for as long as necessary to fulfil the purposes outlined in this policy or as required by law. Once the retention period expires, your information will be securely destroyed.

10. Your Rights as a Data Subject

Under POPIA, you have the following rights regarding your personal information:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction:** Request corrections or updates to your personal information.
- **Objection:** Object to the processing of your personal information in certain circumstances.

- **Deletion:** Request the deletion of your personal information, subject to legal requirements.

To exercise any of these rights, please contact us at the details provided below.

11. Cookies and Tracking Technologies

Our website uses cookies to improve functionality, enhance user experience, and analyse traffic. You can manage your cookie preferences through your browser settings. Disabling cookies may affect certain features on our site.

12. Updates to the Privacy Policy

We reserve the right to modify or update this Privacy Policy at any time. Changes will be communicated via this page, and where necessary, directly to you. Please review this policy periodically to stay informed about how we protect your data.

13. Contact Information

If you have questions about this Privacy Policy, or wish to exercise your rights, please contact us:

- **Email:** info@aliennation.co.za
- **Phone:** 087 803 9522
- **Address:** 14 Volstruis Crescent, Randpark Ridge, Randburg, 2169

Last Updated: (4/11/2025)

By using our website, you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy.