

Buddy App POPIA Compliance and Privacy Policy

Effective Date: 19 October 2025

Last Updated: 19 October 2025

1. Introduction

Buddy App (“the App”, “we”, “our”, or “us”) is committed to protecting and respecting your privacy in accordance with the **Protection of Personal Information Act 4 of 2013** (“POPIA”).

This Privacy Policy sets out the manner in which we collect, process, store, and protect personal information of users (“you” or “the user”) who access and use the Buddy App, and outlines your rights in respect thereof.

By downloading, installing, registering an account on, or otherwise using the Buddy App, you acknowledge that you have read, understood, and agree to be bound by the terms of this Privacy Policy.

2. Purpose of Processing Personal Information

Buddy App is a social connectivity platform designed to **connect individuals based on shared interests, preferences, and goals**. In order to facilitate these connections, certain personal information is collected, processed, and maintained in accordance with this Policy and POPIA.

3. Information We Collect

In the course of your use of the App, we may collect and process the following personal information:

- **Full Name**
- **Identity Number (ID)**
- **Gender**
- **Geographical Location (for connection and matching purposes)**
- **Photographs (profile images)**

- **User Preferences (interests, lifestyle, and connection preferences)**

This information is voluntarily provided by you during registration or through your continued use of the App.

4. Lawful Basis for Processing

We process personal information on one or more of the following lawful grounds as provided for under POPIA:

- **Consent:** You have provided clear and voluntary consent for us to process your personal information for the purposes outlined in this Policy.
 - **Contractual Necessity:** Processing is necessary for the performance of our services and to facilitate user connections.
 - **Legitimate Interests:** We may process limited personal information to ensure the functionality, safety, and efficiency of the App.
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5. Use of Personal Information

The personal information collected is used for the following purposes:

1. To create and maintain your Buddy App user profile.
2. To enable matching and connection with other users based on shared preferences.
3. To provide, personalise, and improve our services and user experience.
4. To communicate with you in relation to account management, updates, or support queries.
5. To comply with legal obligations and enforce our terms of service.

We do **not** use personal information for unsolicited marketing or automated decision-making.

6. Disclosure of Personal Information

Buddy App **does not share, sell, or distribute** any user's personal information to third parties unless required by law or with your explicit consent.

Your information will not be transferred, disclosed, or made available to any external entity except:

- Where required by a court order, legal process, or applicable law.
 - To protect our legal rights, property, or safety, or that of our users or the public.
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7. Data Storage and Security

We take all reasonable and appropriate technical and organisational measures to secure the integrity and confidentiality of personal information in our possession, and to prevent loss, damage, unauthorised access, or unlawful processing.

Such measures include, but are not limited to, encryption, secure servers, access control, and regular security audits.

8. Retention of Personal Information

Personal information will be retained only for as long as necessary to fulfil the purposes for which it was collected, or as required by applicable law. Once the retention period has expired, information will be securely destroyed or anonymised.

9. Your Rights Under POPIA

As a data subject, you have the following rights under POPIA:

1. **Right of Access** – to request confirmation of whether we hold personal information about you.
2. **Right to Rectification** – to request correction or amendment of inaccurate or incomplete information.
3. **Right to Erasure** – to request deletion of personal information where legally permissible.
4. **Right to Object** – to object to the processing of your personal information under certain circumstances.
5. **Right to Withdraw Consent** – where processing is based on consent, you may withdraw such consent at any time.

To exercise any of these rights, please contact us at buddyappza@gmail.com.

10. Cross-Border Transfers

Buddy App does **not** transfer personal information outside the borders of the Republic of South Africa. Should this become necessary in future, it will only be done in compliance with Section 72 of POPIA, ensuring equivalent data protection standards are applied.

11. Appointment of Information Officer

In accordance with Section 56 of POPIA, Buddy App has appointed an **Information Officer** responsible for compliance and data protection oversight.

Information Officer:

Buddy App Compliance Department

 Email: buddyappza@gmail.com

12. Changes to This Policy

Buddy App reserves the right to amend or update this Privacy Policy from time to time. Any material changes will be communicated through the App or by email. Continued use of the App following such changes constitutes acceptance of the updated Policy.

13. Contact Information

Should you have any questions, complaints, or requests regarding this Policy or our handling of your personal information, please contact:

Buddy App – POPIA Compliance

 Email: buddyappza@gmail.com