

Privacy Policy

Beaufitable · beaufitable.co.za

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This Privacy Policy explains how Beaufitable ("we", "us", "our"), operated by Chante Austen, collects, uses, stores, and protects your personal information in compliance with the Protection of Personal Information Act 4 of 2013 (POPIA).

1. Who We Are (Responsible Party)

The responsible party for your personal information under POPIA is:

Name	Chante Austen (Beaufitable)
Email	chante@beaufitable.co.za
Website	https://beaufitable.co.za
Address	Somerset West, Western Cape, South Africa

2. What Personal Information We Collect

We collect only the information necessary to provide our services to you. This may include:

2.1 Information you provide directly:

- Full name and email address (contact form, workshop registration, product purchase)
- Phone number (workshop registration)
- Delivery address (physical product purchases)
- Age of participant (workshop registration — to ensure age-appropriate grouping)
- Dietary or special requirements (workshop registration)
- Message content (contact form enquiries)

2.2 Information collected automatically:

- Basic website analytics (page visits, browser type) via standard hosting logs
- No cookies are currently set by this website beyond session functionality

2.3 Payment information:

We do not collect or store your payment card details. All payment processing is handled directly by PayFast, a PCI-DSS compliant South African payment gateway. Please refer to PayFast's privacy policy at payfast.co.za for details on how they handle your payment data.

3. Why We Collect Your Information (Purpose)

We collect and use your personal information for the following purposes:

Processing orders: To fulfil product purchases and deliver goods or digital downloads to you.

Workshop registration: To confirm your booking, communicate event details, and ensure participant safety.

Customer service: To respond to your enquiries and resolve any issues with your order or booking.

Email communications: To send order confirmations, receipts, and service-related updates.

Marketing (opt-in only): To send newsletters or promotional content — only if you have explicitly opted in.

Legal compliance: To meet our obligations under POPIA, the ECT Act, and the CPA.

4. Legal Basis for Processing

Under POPIA, we process your personal information on the following lawful grounds:

- Contractual necessity: to fulfil your order or workshop booking.
 - Legitimate interest: to respond to enquiries and improve our services.
 - Legal obligation: to comply with applicable South African law.
 - Consent: for marketing communications, where you have actively opted in.
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5. Marketing Communications & Consent

We will only send you marketing emails, newsletters, or promotional content if you have explicitly opted in by ticking an unchecked opt-in box during checkout or registration. We will never pre-tick marketing consent boxes on your behalf. You may withdraw your marketing consent at any time by emailing chante@beaufitable.co.za or clicking the unsubscribe link in any marketing email.

6. Who We Share Your Information With

We do not sell, rent, or trade your personal information. We may share limited information with the following third parties only where necessary:

PayFast: Payment processing. Name and email may be shared to facilitate payment.

Courier/delivery partner: Your name and delivery address, solely to fulfil physical product orders.

EmailJS: Contact form submissions are routed via EmailJS to deliver your message to us.

South African authorities: Where required by law, court order, or regulatory obligation.

We require all third-party service providers to handle your information securely and only for the stated purpose.

7. How We Protect Your Information

We take reasonable and appropriate technical and organisational measures to protect your personal information against loss, theft, unauthorised access, disclosure, or destruction. These measures include:

- SSL/TLS encryption (HTTPS) across all pages of beaufitable.co.za
- Payment data is handled exclusively by PayFast — we never store card details
- Access to personal data is limited to Chante Austen and essential service providers
- Regular review of third-party integrations for security compliance

In the event of a data breach that poses a risk to your rights and freedoms, we will notify the Information Regulator and affected individuals as required by POPIA.

8. How Long We Keep Your Information

We retain your personal information only for as long as necessary for the purpose it was collected, or as required by law:

- Order and transaction records: 5 years (for accounting and legal compliance)
 - Workshop registration records: 2 years after the workshop date
 - Contact form enquiries: 12 months unless an ongoing relationship develops
 - Marketing consent records: until consent is withdrawn, plus 1 year thereafter
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9. Your Rights Under POPIA

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

Right of access: Request a copy of the personal information we hold about you.

Right to rectification: Request correction of inaccurate or incomplete information.

Right to erasure: Request deletion of your personal information, subject to legal retention requirements.

Right to object: Object to processing of your information for direct marketing at any time.

Right to lodge a complaint: Complain to the Information Regulator of South Africa at infoereg.org.za if you believe your rights have been violated.

To exercise any of these rights, email chante@beaufitable.co.za. We will respond within 30 days.

10. Children's Personal Information

Our services are designed for teenage girls aged 13–19. Where a participant is under 18, we require a parent or legal guardian to complete the registration and provide consent for the processing of the minor's personal information. We process children's information with the highest level of care and only for the purposes stated in this policy.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The effective date at the top of this document will indicate the most recent version. We encourage you to review this policy periodically.
