

STDIOX LABS LIMITED: SOLDOUTAFRICA

PRIVACY POLICY

1. INTRODUCTION

1.1 Overview

This Privacy Policy explains how STDIOX LABS LIMITED ("we," "us," "our") collects, uses, shares, and protects information in relation to the SOLDOUTAFRICA platform ("the Platform"), our website, and related services. This policy is compliant with the Data Protection Act of Kenya, 2019.

1.2 Data Controller

STDIOX LABS LIMITED is the data controller for personal information collected through the Platform. We are committed to protecting your privacy and handling your data in an open and transparent manner.

1.3 Consent

By using the Platform, you consent to the collection, use, and sharing of your information as described in this Privacy Policy. If you do not agree with our policies and practices, please do not use our Platform.

2. INFORMATION WE COLLECT

2.1 Information Provided by Business Clients

When you register for and use our Platform as a business client, we collect:

- Business registration information (company name, registration number, tax ID)
- Contact information (email address, phone number, physical address)
- Payment information (billing details, bank account information)
- User account credentials and profile information
- Event details and descriptions

- Customization preferences and branding elements

2.2 Information Collected About End Users

Through your use of our Platform, we may collect the following information about your customers (event attendees):

- Personal details (name, email, phone number)
- Transaction information (ticket purchases, payment details)
- Attendance data (check-in status, event participation)
- Feedback and survey responses
- Device information and IP addresses

2.3 Automatically Collected Information

We automatically collect certain information when you access the Platform:

- Usage data (pages visited, features used, actions taken)
- Log data (IP address, browser type, operating system)
- Device information (device type, unique identifiers)
- Cookies and similar tracking technologies
- Performance data and error reports

2.4 Information from Third Parties

We may receive information about you from third parties, including:

- Payment processors and financial institutions
- Identity verification services
- Marketing and analytics providers
- Business partners and affiliates

3. HOW WE USE YOUR INFORMATION

3.1 Primary Purposes

We use the collected information to:

- Provide, maintain, and improve the Platform
- Process transactions and manage event ticketing
- Facilitate payment processing and financial reporting
- Customize the Platform experience for your business

- Verify identity and prevent fraud
- Communicate with you about your account and our services

3.2 Business Operations

Your information helps us:

- Analyze usage patterns and optimize performance
- Develop new features and functionality
- Understand user preferences and behavior
- Resolve technical issues and customer support inquiries
- Monitor and ensure compliance with our terms and policies

3.3 Communications

We may use your information to:

- Send administrative messages and service updates
- Provide customer support and respond to inquiries
- Deliver marketing communications and promotional offers (with consent)
- Send event-related notifications on behalf of event organizers
- Alert you to changes in our policies or terms

3.4 Legal and Security Purposes

We may use information to:

- Comply with legal obligations and regulatory requirements
- Protect against fraudulent, unauthorized, or illegal activity
- Enforce our Terms and Conditions
- Protect our rights, property, and safety
- Respond to legal processes and government requests

4. DATA SHARING AND DISCLOSURE

4.1 Service Providers

We may share information with trusted service providers who help us operate the Platform, including:

- Payment processors and financial institutions
- Cloud hosting and storage providers

- Customer support services
- Analytics and marketing providers
- Identity verification services
- Professional advisors and consultants

4.2 Business Clients and Event Organizers

- As a B2B platform, we share attendee data with the relevant event organizers
- Event organizers access attendee information necessary for event management
- Event organizers are required to comply with data protection laws when processing this data

4.3 Business Transfers

If we are involved in a merger, acquisition, financing, or sale of business assets, your information may be transferred as part of that transaction. We will notify you of any change in ownership or uses of your information.

4.4 Legal Requirements

We may disclose information if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency).

4.5 With Your Consent

We may share your information with third parties when you have given us your consent to do so.

5. DATA SECURITY

5.1 Security Measures

We implement appropriate technical and organizational measures to protect your information, including:

- Encryption of sensitive data in transit and at rest
- Access controls and authentication requirements
- Regular security assessments and vulnerability testing
- Employee training on data security practices
- Physical security measures for our facilities

5.2 Data Breach Procedures

In the event of a data breach that compromises your information, we will:

- Notify affected users in accordance with applicable law
- Notify the Data Commissioner of Kenya as required
- Implement appropriate remedial measures
- Cooperate with authorities as necessary

5.3 Limitations

While we use commercially reasonable efforts to protect your information, no method of transmission over the Internet or electronic storage is 100% secure. We cannot guarantee absolute security.

6. DATA RETENTION

6.1 Retention Period

We retain your information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. Specific retention periods include:

- Account information: For the duration of your account plus 7 years
- Transaction data: 7 years from transaction date (as required by Kenyan tax laws)
- Communication records: 2 years from last interaction
- Technical logs: 90 days

6.2 Account Closure

Upon closure of your account:

- We will retain certain information as required by law
- We will delete or anonymize other information within 90 days
- You may request expedited deletion of specific information

6.3 Data Minimization

We regularly review our data holdings to ensure we only retain information that is necessary for our legitimate business purposes.

7. YOUR RIGHTS AND CHOICES

7.1 Access and Control

Under the Data Protection Act of Kenya, you have the right to:

- Access the personal information we hold about you
- Correct inaccurate or incomplete information
- Request deletion of your information (subject to legal requirements)
- Restrict or object to certain processing activities
- Receive your information in a structured, commonly used format
- Withdraw consent where processing is based on consent

7.2 How to Exercise Your Rights

To exercise your rights:

- Use the privacy controls in your account settings
- Contact us at [privacy@stdioxlabs.com]
- Submit a formal request through our Data Subject Request form
- We will respond to all legitimate requests within 30 days

7.3 Marketing Communications

You can opt out of marketing communications by:

- Clicking the "unsubscribe" link in any marketing email
- Updating your communication preferences in account settings
- Contacting our customer support team

7.4 Cookies and Tracking

You can manage cookie preferences through:

- Browser settings to refuse all or some cookies
- Our cookie management tool on the Platform
- Device settings for mobile applications

8. CHILDREN'S PRIVACY

8.1 Age Limitations

The Platform is not intended for children under the age of 18. We do not knowingly collect personal information from children under 18.

8.2 Parental Consent

If we learn that we have collected personal information from a child under 18 without verification of parental consent, we will take steps to delete that information as soon as possible.

9. INTERNATIONAL DATA TRANSFERS

9.1 Cross-Border Transfers

Your information may be transferred to and processed in countries other than Kenya where our servers and service providers are located.

9.2 Transfer Safeguards

When transferring data internationally, we implement appropriate safeguards:

- Standard contractual clauses approved by relevant authorities
- Data processing agreements with receiving parties
- Verification of adequate data protection laws in recipient countries
- Compliance with cross-border transfer provisions of the Data Protection Act of Kenya

10. THIRD-PARTY SERVICES AND LINKS

10.1 Third-Party Services

The Platform may integrate with third-party services, such as payment processors. These third parties have their own privacy policies, and we recommend you review their policies before interacting with them.

10.2 Links to Other Websites

Our Platform may contain links to other websites that are not operated by us. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party websites or services.

11. CHANGES TO THIS PRIVACY POLICY

11.1 Policy Updates

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date.

11.2 Material Changes

For material changes, we will provide more prominent notice, which may include email notification to the primary email address associated with your account.

11.3 Review

We encourage you to review this Privacy Policy periodically for any changes. Changes are effective when posted on this page.

12. DATA PROTECTION OFFICER

12.1 Contact Information

Our Data Protection Officer can be contacted at:

- Email: info@stdiox.com
- Address: [STDIOX LABS LIMITED, Nairobi, Kenya]

12.2 Complaints

If you have concerns about our data practices, you have the right to:

- Contact our Data Protection Officer
- File a complaint with the Data Commissioner of Kenya
- Seek judicial remedy through the courts

13. GOVERNING LAW

This Privacy Policy is governed by the laws of Kenya, particularly the Data Protection Act of 2019 and its implementing regulations.