

# Life Of Electronics - POPIA Compliance Document

## 1. Introduction

Life Of Electronics (hereafter referred to as "the Company") is committed to protecting the privacy and confidentiality of personal information. This document outlines the Company's compliance with the Protection of Personal Information Act (POPIA), Act No. 4 of 2013.

## 2. Scope

This document applies to all personal information processed by the Company in relation to customers, employees, suppliers, and other stakeholders.

## 3. Definitions

- **Personal Information:** Information relating to an identifiable, living, natural person, and where applicable, an identifiable, existing juristic person.
- **Processing:** Any operation or activity concerning personal information, including collection, receipt, recording, organization, collation, storage, updating, retrieval, alteration, consultation, use, dissemination, merging, linking, restriction, erasure, or destruction.
- **Data Subject:** The person to whom personal information relates.
- **Responsible Party:** Life Of Electronics, the entity determining the purpose of and means for processing personal information.

## 4. Purpose of Processing Personal Information

The Company processes personal information for the following purposes:

- To provide products and services to customers.
- To communicate with customers, suppliers, and other stakeholders.
- To comply with legal and regulatory requirements.
- To improve customer service and user experience.
- To conduct marketing and promotional activities.

## **5. Collection of Personal Information**

Personal information is collected directly from data subjects or through automated means when:

- Customers create accounts or place orders on our website.
- Customers subscribe to our newsletters or mailing lists.
- Customers interact with our customer service.
- Users engage with our website through cookies and other tracking technologies.

## **6. Consent**

The Company will obtain consent from data subjects where required before collecting or processing their personal information. Data subjects have the right to withdraw their consent at any time.

## **7. Use and Disclosure of Personal Information**

The Company uses personal information only for the purposes for which it was collected. Personal information will not be disclosed to third parties without the consent of the data subject, except where required by law or necessary for the performance of contractual obligations.

## **8. Data Subject Rights**

Data subjects have the right to:

- Request access to their personal information.
- Request correction or deletion of their personal information.
- Object to the processing of their personal information.
- Lodge a complaint with the Information Regulator.

## **9. Data Security**

The Company implements appropriate technical and organizational measures to protect personal information against accidental or unlawful destruction, loss, alteration, unauthorized disclosure, or access.

## **10. Retention of Personal Information**

Personal information will be retained only for as long as necessary to fulfill the purposes for which it was collected or as required by law.

## **11. Transfers of Personal Information**

The Company will ensure that any transfer of personal information to third parties or across borders is conducted in a manner that ensures the level of protection required by POPIA.

## **12. Changes to this Policy**

The Company may update this policy from time to time. Any changes will be posted on our website and, where appropriate, notified to data subjects.

## **13. Contact Information**

For any questions, concerns, or requests regarding this policy or the processing of personal information, please contact:

**Life Of Electronics**

Email: [lifeofelectronicsco@gmail.com](mailto:lifeofelectronicsco@gmail.com)



**LIFE OF ELECTRONICS**