



## **Privacy Policy**

Last updated: 31 July 2025

Matelec Retail (Pty) Ltd trading as Lulalec ("Lulalec", "we", "us", "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, share, and safeguard information when you interact with us through our website, retail stores, and digital channels including WhatsApp Business.

### **1. Information We Collect**

- Contact Information: Name, email address, phone number, physical/delivery address.
- Account & Transaction Data: Purchases, order history, payment details (processed securely via third-party providers).
- Communications: Messages and interactions via WhatsApp Business, email, or telephone.
- Technical Data: Device type, IP address, browser information, and usage statistics.

### **2. How We Use Your Information**

We use personal information to:

- Provide and deliver our products and services.
- Process orders, payments, and deliveries.
- Communicate with you, including via WhatsApp Business.
- Respond to queries, support requests, and complaints.
- Send marketing communications (where legally permitted).
- Comply with legal obligations and enforce our terms.

### **3. WhatsApp Business Messaging**

- If you contact us via WhatsApp Business, we may use the information you provide to process your request or order.
- We do not share WhatsApp message content with third parties, except where legally required.
- Meta (WhatsApp's parent company) may process your information according to its own Privacy Policy.

### **4. Data Sharing**

We do not sell your personal information. We may share data only with:

- Service providers (e.g., payment processors, delivery couriers, IT support).
- Regulators or authorities where required by law.
- Meta Platforms when you engage with us through WhatsApp Business.

### **5. Data Storage & Security**

Data is stored securely on our systems and authorised third-party providers. We implement safeguards to prevent unauthorised access, alteration, disclosure, or destruction of data.

### **6. Data Retention**

We retain personal information only for as long as necessary to fulfil the purposes outlined in this

policy or as required by law.

## **7. Your Rights**

Under the Protection of Personal Information Act (POPIA) and other applicable laws, you have the right to:

- Access, correct, or update your personal data.
- Request deletion of your personal data, subject to legal obligations.
- Opt-out of marketing communications.

Requests can be made by contacting us at [admin@lulalec.co.za](mailto:admin@lulalec.co.za).

## **8. International Users**

If you access our services from outside South Africa, your data may be processed and stored in South Africa or other jurisdictions.

## **9. Changes to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be available at [www.lulalec.co.za/privacy-policy](http://www.lulalec.co.za/privacy-policy).

## **10. Contact Us**

If you have questions about this Privacy Policy or how your data is handled, please contact us:

Email: [admin@lulalec.co.za](mailto:admin@lulalec.co.za)

Phone: +27 (0)33 346 0466

Address: 43 Pentrich Road, Pietermaritzburg, South Africa