

Privacy Policy

Effective Date: 01 January 2025

Introduction

Welcome to My Data Insights, a product wholly owned by **Syncflo (Pty) Ltd** ("we," "us," or "our"). We are committed to protecting your privacy and ensuring that your personal information is handled securely and responsibly. This Privacy Policy explains how we collect, use, and protect your information when you use our website ("Website") and services.

By accessing or using our Website, you agree to the terms of this Privacy Policy. If you do not agree with this Privacy Policy, please do not use our Website.

1. Information We Collect

We may collect the following types of information:

1.1 Personal Information

- Name, email address, phone number, and company details when you register or contact us.
- Payment information when subscribing to our services.

1.2 Usage Information

- IP address, browser type, and operating system when you access our Website.
- Data about how you interact with our Website (e.g., pages visited, time spent on pages).

1.3 Cookies and Similar Technologies

We use cookies and similar technologies to enhance your experience and gather information about how you use our Website. For more information, please see our Cookie Policy.

2. How We Use Your Information

We use your information to:

- Provide, operate, and maintain our Website and services.
- Process payments and manage subscriptions.
- Respond to inquiries, requests, and feedback.
- Improve our Website, products, and services.
- Send updates, marketing communications, and service-related notifications.
- Comply with legal and regulatory requirements.

3. How We Share Your Information

We do not sell your personal information. However, we may share your information in the following circumstances:

- **With Service Providers:** Third-party vendors who assist us in providing services (e.g., payment processing, data analysis).
- **For Legal Reasons:** If required by law or to protect our legal rights.
- **With Your Consent:** When you provide explicit consent for specific purposes.

4. Data Security

We implement appropriate technical and organizational measures to protect your personal information from unauthorized access, use, or disclosure. Our security practices include:

- **Password Encryption:** All passwords are encrypted using AES encryption to ensure they cannot be easily accessed or misused.
- **Secure Cloud Hosting:** The platform is hosted on a professionally managed secure cloud server, which includes all relevant redundancies and failover mechanisms to ensure high availability and data safety.
- **Secure Database:** Data is stored in a secure database with strict access authorizations, ensuring that only authorized personnel can access sensitive information. Incremental backups of all data are taken regularly to prevent data loss and ensure recovery in case of unforeseen incidents.

While we strive to protect your data, no data transmission or storage system can be guaranteed to be 100% secure. However, we continuously review and update our security measures to mitigate risks.

5. Your Rights

Depending on your location, you may have the following rights:

- Access, correct, or delete your personal information.
- Object to or restrict certain data processing activities.
- Withdraw your consent for data processing.

To exercise your rights, please contact us at [Insert Contact Email].

6. Data Retention

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

7. Third-Party Links

Our Website may contain links to third-party websites. We are not responsible for the privacy practices of these websites, and we encourage you to review their privacy policies.

8. International Data Transfers

If you are accessing our Website from outside South Africa, please note that your information may be transferred to, stored, and processed in South Africa or other countries where our servers or service providers are located.

9. Updates to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. Please review this Privacy Policy periodically to stay informed.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

- **Email: hello@syncflo.co.za**
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By using our Website and services, you acknowledge that you have read and understood this Privacy Policy.
