

Privacy Policy

Basadi Bridal is committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This notice explains how we collect, use, and safeguard your information when you interact with us.

1. How We Collect Your Information

We collect information that you provide directly to us, such as when you complete our contact or appointment booking forms, or when you communicate with us via email or phone. We also automatically collect certain technical data during your visit to our website through cookies and similar technologies (see our Cookie Policy below for more details).

2. The Personal Information We Collect

The types of personal information we collect may include:

- **Contact Information:** Such as your name, email address, and phone number.
- **Appointment Details:** Including your preferred date, time, and any notes you provide about your preferences.
- **Technical Information:** Such as your device's IP address, browser type, and pages you visit on our site. This data is aggregated and anonymised, meaning it cannot be used to identify you personally.

3. How We Use Your Information

We will only use your personal information for the purposes for which it was collected. These purposes include:

- To respond to your enquiries and manage your appointments.
- To perform our contract with you, including processing payments for dress hire or purchases.
- For legitimate business interests, such as analysing website use to improve our services and user experience.

4. Sharing Your Personal Information

We value your privacy and will not sell, rent, or lease your personal information to third parties for their marketing purposes.

We may share your information with trusted service providers (Operators) who assist us in operating our website and conducting our business. We will also disclose information where we are legally required to do so.

5. International Transfers of Information

In some cases, your information may be transferred to and processed in countries other than South Africa. We will only permit this transfer if the recipient is bound by an agreement to uphold the same standards of data protection as required by South African law.

6. Your Rights

You have the right to:

- Access the personal information we hold about you.
- Request the correction or deletion of your personal information.
- Object, on reasonable grounds, to the processing of your personal information.
- object to processing for direct marketing purposes.
- Lodge a complaint with the Information Regulator.

7. Security of Your Information

We implement appropriate technical and organisational measures to secure your personal information against unauthorised access, loss, or misuse.

8. Cookie Policy

Our website uses cookies (small text files placed on your device) to enhance user experience and analyse site traffic. Cookies help us retain user preferences and provide anonymised tracking data to third-party applications like Google Analytics.

As a rule, cookies will make your browsing experience better. You can control cookies through your browser settings, and you may refuse or disable them. However, please note that some parts of our website may not function correctly if you do so.

9. Changes to This Notice

We may update this privacy notice from time to time. Any changes will be posted on this page, and we encourage you to review it periodically to stay informed about how we are protecting your information.

8. How to Contact Us

For any questions, concerns, or requests regarding your personal information, please contact us:

By email: info@basadibridal.co.za

By visiting this page on our website: <https://www.basadibridal.co.za/contact>

By phone number: 069 883 9641

Please use the subject line "**PRIVACY POLICY ENQUIRY**" for a prompt response. We undertake to acknowledge receipt within 2 Business Days.