

POPIA Privacy Policy

Privacy and personal information handling policy

K2026480232 (South Africa) (Pty) Ltd, trading as Sharara, registration number 2026/480232/07

Jurisdiction: Republic of South Africa

Effective date: 12 October 2026

1. About this policy

This Privacy Policy explains how K2026480232 (South Africa) (Pty) Ltd, trading as Sharara, processes personal information when users access the Platform, create accounts, buy, sell, rent, contact support, browse listings, use delivery/payment features, or communicate with Sharara.

Sharara is the responsible party for personal information it determines the purpose and means of processing. Some service providers, such as payment processors, couriers, hosting providers, analytics providers, fraud tools, and email tools, may also process personal information under their own terms or as operators for Sharara.

2. Personal information we may collect

- Account details: name, display name, email, phone number, password/authentication records, profile photo, preferences, role, and verification status.
- Seller details: store name, bio, address/area, payout details, identity or business verification information where required, listings, fulfilment metrics, reviews, disputes, and seller communications.
- Buyer/order details: cart, orders, delivery address, billing/contact details, payment-related records, returns, disputes, messages, support requests, and refund records.
- Listing and content data: photos, descriptions, size, condition, categories, comments, reviews, reports, and moderation records.
- Technical data: IP address, device, browser, cookies, log data, session data, analytics events, security records, and approximate location derived from technical data.
- Communications: emails, support tickets, chat messages, call notes, feedback, legal notices, and complaint records.

3. Why we process personal information

- Create and manage accounts.
- Operate listings, checkout, payments, delivery, seller payouts, returns, refunds, reviews, and disputes.
- Verify sellers, prevent fraud, protect users, enforce policies, and secure the Platform.
- Provide customer support and respond to complaints or legal notices.
- Send transactional messages, service updates, and approved marketing where lawful.
- Improve the Platform, troubleshoot issues, run analytics, test features, and develop products.
- Comply with legal, tax, accounting, regulatory, law enforcement, and dispute obligations.

4. Legal basis and consent

Sharara processes personal information where necessary to perform a contract with users, comply with legal obligations, pursue legitimate business interests, protect users or the Platform, or where consent is required and obtained. Users may withdraw consent where processing is based on consent, but this may affect access to some features.

5. Sharing personal information

Sharara may share personal information with:

- buyers and sellers to complete orders, delivery, returns, disputes, and communication;
- payment processors, banks, fraud prevention providers, and payout providers;
- couriers, delivery partners, collection points, and logistics support providers;

- hosting, cloud, software, analytics, email, customer support, security, and IT service providers;
- professional advisers, auditors, accountants, attorneys, insurers, and business advisers;
- regulators, courts, law enforcement, government bodies, or other parties where legally required or necessary to protect rights;
- a buyer, investor, or successor in connection with a merger, acquisition, investment, restructuring, or sale of the business, subject to confidentiality where appropriate.

6. Cross-border processing

Some service providers may store or access personal information outside South Africa. Sharara will take reasonable steps to ensure appropriate protection for cross-border transfers where required by law, including contractual safeguards where practical.

7. Cookies and analytics

Sharara may use cookies, pixels, local storage, analytics tools, and similar technologies for login, security, preferences, performance, measurement, feature testing, marketing attribution, and platform improvement. Users can control some cookies through browser settings, but disabling cookies may affect functionality.

8. Retention

Sharara keeps personal information only for as long as reasonably necessary for the purposes described in this Policy, unless a longer period is required or permitted for legal, tax, accounting, security, fraud prevention, dispute, or legitimate business reasons.

9. Security

Sharara uses reasonable technical and organisational measures to protect personal information, including access controls, authentication, least privilege, logging, secure hosting practices, backups, and incident response. No system is perfectly secure, and users must keep their login details confidential.

10. User rights

Subject to applicable law, users may request access to personal information, correction, deletion, restriction, objection, withdrawal of consent, or information about processing. Sharara may require identity verification and may refuse or limit requests where legally permitted.

11. Direct marketing

Sharara may send service messages related to accounts and transactions. Marketing messages will be sent only where lawful, and users can opt out of marketing communications using the unsubscribe method or by contacting Sharara.

12. Children

The Platform is not intended for children without appropriate parental or guardian involvement. If Sharara learns that it has collected personal information from a child without required consent, it may delete or restrict that information.

13. Complaints and Information Regulator

Users may contact Sharara first at support@sharara.co.za. Users may also have the right to lodge a complaint with the Information Regulator of South Africa: Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg, 2191; telephone 010 023 5200; email enquiries@inforegulator.org.za; website inforegulator.org.za, where POPIA complaints are submitted through the Regulator's eService portal.

14. Contact details

Role	Details
Responsible party	K2026480232 (South Africa) (Pty) Ltd, trading as Sharara, registration number 2026/480232/07
Information Officer	Sarisha Naidoo, support@sharara.co.za
Privacy email	support@sharara.co.za
Registered address	6 Lynford Place, Durban, 4051