

POPIA Compliance Policy

Document:	POPIA Compliance Policy
Company:	Byalani Holdings PTY(LTD)
Website:	https://gumba.app
Contact:	admin@gumba.app

Protection of Personal Information Act (POPIA) Compliance Statement

Effective Date: 1 March 2025

Last Updated: 28 February 2026

1. Introduction

Gumba (Pty) Ltd ("Gumba", "we", "us") is committed to complying with the Protection of Personal Information Act 4 of 2013 ("POPIA") and all related regulations. This policy outlines our commitment to protecting the personal information of all data subjects who interact with our platform.

2. Responsible Party Details

Responsible Party: Gumba (Pty) Ltd

Information Officer: Gumba Legal Department

Email: popia@gumba.app

Phone: +27 65 910 4992

Address: South Africa

3. Purpose of Processing Personal Information

Gumba processes personal information for the following purposes:

Purpose	Categories of Data	Legal Basis
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User registration and authentication	Name, email, phone, password	Contract performance
Booking facilitation	Contact details, event information	Contract performance
Payment processing	Banking details, transaction history	Contract performance
Vendor verification	Business registration, ID documents	Legal obligation
Customer support	Communication records	Legitimate interest
Marketing communications	Email, preferences	Consent
Platform improvement	Usage analytics	Legitimate interest
Legal compliance	As required by law	Legal obligation

4. Conditions for Lawful Processing

Gumba adheres to the eight conditions for lawful processing under POPIA:

4.1 Accountability

We take responsibility for complying with all POPIA requirements and have appointed an Information Officer to oversee compliance.

4.2 Processing Limitation

We only collect personal information that is necessary for our stated purposes and through lawful means with the knowledge or consent of the data subject.

4.3 Purpose Specification

Personal information is collected for specific, explicitly defined, and lawful purposes related to our platform services.

4.4 Further Processing Limitation

We do not process personal information for purposes incompatible with the original collection purpose without additional consent.

4.5 Information Quality

We take reasonable steps to ensure personal information is complete, accurate, and up to date.

4.6 Openness

This policy and our Privacy Policy are publicly available. We notify data subjects when collecting their information.

4.7 Security Safeguards

We implement appropriate technical and organizational measures to protect personal information against unauthorized access, loss, or damage.

4.8 Data Subject Participation

Data subjects can access, correct, or request deletion of their personal information as outlined in Section 6.

5. Categories of Data Subjects

We process personal information of the following categories of data subjects:

- **Customers:** Individuals booking equipment through our platform
- **Vendors:** Businesses and individuals offering rental services
- **Website Visitors:** Users browsing our platform
- **Enquirers:** Individuals contacting us for information
- **Employees and Contractors:** Our staff members (governed by separate HR policies)

6. Data Subject Rights

Under POPIA, you have the following rights:

6.1 Right to Access (Section 23)

You may request confirmation of whether we hold your personal information and access to such information.

6.2 Right to Correction (Section 24)

You may request correction or deletion of inaccurate, irrelevant, excessive, out of date, incomplete, misleading, or unlawfully obtained personal information.

6.3 Right to Object (Section 11(3))

You may object to the processing of your personal information for direct marketing purposes.

6.4 Right to Deletion (Section 24)

You may request deletion of your personal information in certain circumstances.

6.5 Right to Complain (Section 74)

You may lodge a complaint with the Information Regulator if you believe your rights have been infringed.

How to Exercise Your Rights

Submit requests to: popia@gumba.app

We will respond within a reasonable time, not exceeding 30 days, and may require proof of identity.

7. Security Measures

We implement the following security measures to protect personal information:

Technical Measures

- SSL/TLS encryption for all data transmission
- Secure password hashing (SHA-256)
- Firewalls and intrusion detection systems
- Regular security vulnerability assessments
- Access controls and authentication protocols
- Encrypted database storage

Organizational Measures

- Staff training on data protection
- Access limited to authorized personnel
- Confidentiality agreements with employees
- Vendor due diligence and data processing agreements
- Incident response procedures
- Regular policy reviews and updates

8. Data Breach Notification

In the event of a data breach that poses a risk to data subjects:

1. We will notify the Information Regulator as soon as reasonably possible
2. We will notify affected data subjects if the breach is likely to result in a risk to their rights
3. Notification will include:
 - Description of the breach
 - Categories of data affected
 - Measures taken to address the breach
 - Recommendations for data subjects
 - Contact details for further information

9. Cross-Border Transfers

Personal information may only be transferred outside South Africa if:

- The recipient country has adequate data protection laws
- The data subject has consented
- Transfer is necessary for contract performance
- Transfer is for the benefit of the data subject
- Appropriate safeguards are in place

10. Retention of Personal Information

We retain personal information only for as long as necessary to fulfill the purposes for which it was collected, unless longer retention is required by law.

| Data Category | Retention Period |

|-----|-----|
| Account information | Duration of account + 5 years |
| Transaction records | 7 years (SARS requirement) |
| Communication records | 3 years |
| Marketing consents | Until withdrawn |
| Cookies | As per cookie policy |

11. Third-Party Processors

We engage the following categories of operators (third-party processors):

- Payment service providers (PayFast)
- Cloud hosting providers
- Email service providers
- Analytics providers

All operators are bound by written agreements ensuring POPIA compliance.

12. Direct Marketing

We only send direct marketing communications with prior consent. You may opt out at any time by:

- Clicking "unsubscribe" in any marketing email
- Updating preferences in your account settings
- Contacting us at privacy@gumba.app

13. Automated Decision-Making

We do not currently use automated decision-making that produces legal effects or significantly affects data subjects.

14. Complaints

If you believe your personal information has been processed unlawfully:

1. **Contact us first:** popia@gumba.app

2. **Information Regulator:**

- Website: www.justice.gov.za/inforeg
- Email: inforeg@justice.gov.za
- Tel: 012 406 4818
- Address: JD House, 27 Stiemens Street, Braamfontein, Johannesburg

15. Policy Updates

This policy is reviewed annually and updated as necessary. Material changes will be communicated to data subjects via email or platform notification.

16. Acceptance

By using Gumba's services, you acknowledge that you have read, understood, and agree to the processing of your personal information in accordance with this POPIA Compliance Policy.

Document Version: 2.0

Approved By: Gumba Management

Next Review Date: 1 March 2027

For any POPIA-related queries, contact our Information Officer at popia@gumba.app

Gumba Marketplace

A product of Byalani Holdings PTY(LTD)

Email: admin@gumba.app

Website: <https://gumba.app>

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