

Privacy Policy

Effective Date: September 2025

Company Name: Softy Comp (Pty) Ltd

Website: www.softycomp.co.za

Contact Email: eftservices@softycomp.co.za

1. Introduction

At **Softy Comp (Pty) Ltd** ("we", "us", "our"), we are committed to protecting the privacy of individuals and maintaining the trust of our clients and their customers. This Privacy Policy outlines how we collect, use, store, and share personal information when providing messaging services via the **WhatsApp Business Platform**, including when clients onboard using the **WhatsApp Embedded Signup** process.

By using our services or interacting with us via WhatsApp or other channels, you agree to the practices described in this Privacy Policy.

2. Scope

This Privacy Policy applies to:

- Businesses and clients who use our platform to send WhatsApp messages
 - End users (our clients' customers) who receive communications via WhatsApp from our clients using our platform
 - Visitors to our website and users of our related services
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3. Our Role as a Service Provider

We act as a **service provider** or **data processor** on behalf of our clients. When we process personal information sent via WhatsApp or related services, we do so solely under the instructions of our clients. The client (business) is the **data controller** and is responsible for obtaining any required consent from their customers.

4. Information We Process

We may process the following types of personal information:

a. From Our Clients:

- Business name and contact details
- WhatsApp Business Account information
- Facebook Business Manager ID (for Embedded Signup)

- Billing and service usage information

b. From End Users (Clients' Customers):

- Name and phone number
- Message content (text, images, media)
- Message metadata (timestamps, delivery/read receipts)
- Any additional information voluntarily provided via WhatsApp messages and WhatsApp Embedded Signup

5. How We Use the Information

We process personal information only for the following purposes:

- Delivering WhatsApp messages and communication services on behalf of our clients
- Managing client accounts and onboarding via WhatsApp Embedded Signup
- Providing customer support and usage analytics to our clients
- Monitoring system usage and security
- Complying with legal obligations

We do **not** use or sell personal information for marketing, profiling, or advertising purposes unless expressly instructed by our clients.

6. Sharing and Disclosure of Information

We may share data with:

- **Meta Platforms, Inc. (WhatsApp)** for message delivery and account setup
- **Authorized service providers** who assist us in delivering our services (e.g., hosting, APIs)
- **Law enforcement or regulatory authorities**, when legally required

We do **not** sell or rent any personal data to third parties.

7. Data Retention

We retain personal information only as long as necessary to fulfil the purpose for which it was collected or to comply with legal or regulatory obligations.

Clients may request deletion of their data at any time. End users should contact the business they interacted with if they wish to request deletion or access to their data.

8. Data Security

We implement appropriate technical and organizational measures to safeguard personal data, including:

- Encrypted message transmission where applicable
- Access controls and authentication
- Regular monitoring and system audits

However, no method of data transmission or storage is 100% secure, and we cannot guarantee absolute security.

9. Client Responsibilities

Our clients are responsible for:

- Obtaining valid consent from their customers before sending them WhatsApp messages
- Ensuring their use of WhatsApp messaging complies with WhatsApp's Business and Commerce Policies
- Providing their own privacy policy to their customers, if required by law

We operate strictly under the instructions of our clients and do not independently engage with their customers.

10. Use of WhatsApp (Third-Party Platform)

Our services rely on the WhatsApp Business Platform provided by Meta Platforms, Inc. Your use of WhatsApp is governed by WhatsApp's own Privacy Policy, and we recommend reviewing it for additional details on how your data is handled by WhatsApp.

11. International Data Transfers

If we process or transfer data outside of South Africa (for example, to data centers in other jurisdictions), we ensure appropriate legal safeguards are in place, such as data processing agreements and standard contractual clauses, to comply with international data protection standards.

12. Your Rights

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

- Right to access the personal data held about you
- Right to request correction or deletion of your data

- Right to object to or restrict certain types of processing

If you are an end user (customer of one of our clients), please direct your data rights request to the business that contacted you via WhatsApp. We process your data only on their behalf and cannot make changes without their instruction.

13. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our services, legal obligations, or other operational needs. Updates will be posted on this page with an updated "Effective Date."

14. Compliance with South Africa's POPI Act

We comply with the **Protection of Personal Information Act (POPIA), Act No. 4 of 2013** of South Africa.

The POPI Act is South Africa's data protection law, designed to protect individuals' constitutional right to privacy by regulating the lawful processing of personal information by both public and private entities. It sets out conditions under which personal data may be collected, used, and stored.

As part of our POPIA compliance:

- We collect and process personal data in a lawful, minimal, and purpose-specific manner
- We implement adequate security safeguards to protect the integrity and confidentiality of the information we process
- We allow data subjects to request access, correction, or deletion of their personal information

If you believe your rights under POPIA have been violated, you may lodge a complaint with the **Information Regulator of South Africa**.

For more information or to exercise your POPIA rights, please contact us using the details below.

15. Contact Us

If you have any questions about this Privacy Policy or how your personal data is handled, you can contact us at:

Softy Comp (Pty) Ltd

Email: eftservices@softycomp.co.za

Website: www.softycomp.co.za

Summary

We act as a service provider enabling businesses to use WhatsApp for customer communication. We handle all personal information with care, in compliance with applicable laws like the POPI Act, and never use or share data outside of the scope of our services.