

## Privacy Policy – Firmin AI

**Effective Date:** August 6, 2025

**Business Name:** Firmin AI

**Contact Email:** support@firminai.co.za

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### 1. Introduction

Firmin AI is committed to safeguarding the privacy of our users and clients. This Privacy Policy outlines how we collect, use, disclose, and protect your information in accordance with the **Protection of Personal Information Act (POPIA)** and other applicable data protection laws in South Africa and globally.

By using our services or accessing our website, you consent to the terms of this Privacy Policy.

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### 2. Information We Collect

#### 2.1 Personal Information

We may collect the following types of personal data:

- Full name
- Email address
- Phone number
- Billing and payment information
- IP address and browser data
- Business details, including registration numbers where applicable

#### 2.2 Non-Personal Information

This includes anonymised browser data, operating system details, referral links, and website usage patterns for analytics purposes.

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### 3. How We Use Your Information

Firmin AI may use collected information to:

- Provide and manage services to users
- Process payments and send invoices
- Communicate service updates and newsletters
- Enforce our Terms of Service
- Comply with legal and regulatory obligations

Your information will **never** be sold or shared with third parties for commercial purposes.

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#### 4. Data Retention

We retain personal information only for as long as necessary to fulfil the purposes outlined in this policy, unless a longer retention period is required by law. Upon termination of services, user data may be securely archived or deleted within **90 days**, unless retention is legally mandated.

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#### 5. Cookies and Tracking

We may use cookies and similar tracking technologies to enhance your browsing experience. You can manage your cookie preferences through your browser settings. Disabling cookies may affect certain functionalities of the website.

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#### 6. Security Measures

Firmin AI employs industry-standard security protocols, including SSL encryption, firewall protection, and secure data storage systems to ensure the confidentiality and integrity of your personal data.

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#### 7. Third-Party Services

We may use third-party services (e.g., payment processors, CRM systems) that may collect and process your data independently. We are not responsible for the privacy practices of these third parties. We encourage you to review their respective privacy policies.

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#### 8. Your Rights

As a data subject, you have the right to:

- Access the personal data we hold about you
- Request correction or deletion of your data
- Object to the processing of your data
- Lodge a complaint with the **Information Regulator of South Africa**

You may exercise these rights by emailing us at **support@firminai.co.za**.

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#### 9. Policy Updates

This Privacy Policy may be updated periodically. We will notify you of any material changes by posting the new version on our website. Your continued use of our services constitutes acceptance of the revised terms.

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## **Contact Us**

Questions or concerns regarding this Privacy Policy can be directed to:  
**[support@firminai.co.za](mailto:support@firminai.co.za)**