

Privacy Policy

This Privacy Policy describes Peach's policies and procedures on the collection, use, and disclosure of Your information when You use the website peachcars.co.ke ("the Platform") and informs You about Your privacy rights and how the law protects You.

We use Your personal data to provide and improve the Platform. By using the Platform, You agree to the collection and use of information in accordance with this Privacy Policy. All use of Your personal data is in strict compliance with the Data Protection Act, 2019, Laws of Kenya, and related applicable regulations.

1. Interpretation and Definitions

1.1 Interpretation

The words with initial capital letters have meanings defined under the following conditions. The definitions apply regardless of whether the words appear in singular or plural.

1.2 Definitions

- **You:** The individual accessing or using the Platform, or the company or legal entity on whose behalf such individual is accessing or using the Platform.
 - **Company:** Refers to Peach, Peach Tech Limited, P.O Box 2576 – 00606, Nairobi, located at Ikigai Westlands, General Mathenge Drive, Nairobi ("We", "Us", or "Our").
 - **Affiliate:** An entity that controls, is controlled by, or is under common control with a party.
 - **Account:** A unique account created for You to access our Platform or parts of it.
 - **Website:** Refers to Peach, accessible from peachcars.co.ke.
 - **Platform:** Refers to the Website.
 - **Country:** Refers to the Republic of Kenya.
 - **Service Provider:** A natural or legal person who processes data on behalf of the Company.
 - **Third-party Social Media Service:** Any website or social network website through which a User can log in or create an account to use the Platform.
 - **Personal Data:** Any information that relates to an identified or identifiable individual.
 - **Cookies:** Small files placed on Your device by a website, containing details of Your browsing history and other uses.
 - **Usage Data:** Data collected automatically, either generated by the use of the Platform or from the Platform infrastructure itself (e.g., duration of a page visit).
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2. Collecting and Using Your Personal Data

2.1 Types of Data Collected

Personal Data

While using Our Platform, We may ask You to provide personally identifiable information, including but not limited to:

- First name and last name
- National Identity Card Number
- Bank Account Information
- Email address
- Phone number
- Address, State, Province, ZIP/Postal code, City

Usage Data

Usage Data is collected automatically when using the Platform. This may include:

- Internet Protocol (IP) address
- Browser type and version
- Pages visited on the Platform
- Time and date of visits
- Time spent on pages
- Unique device identifiers
- Other diagnostic data

When accessing the Platform through a mobile device, additional information may be collected, such as:

- Type of mobile device
- Mobile device unique ID
- Mobile operating system
- Type of mobile Internet browser

2.2 How We Collect Your Data

We collect data when You:

- Register online or place an order on the Platform.
- Voluntarily complete surveys or provide feedback via email or message boards.
- Use or view the Platform via browser cookies.

3. How We Use Your Personal Data

The Company may use Personal Data for the following purposes:

- **To Provide and Maintain the Platform:** Includes monitoring usage.
- **To Verify Your Identity:** Authentication mechanisms.
- **To Manage Your Account:** Registration and access to functionalities.
- **To Perform a Contract:** Development, compliance, and undertaking of purchase contracts.
- **To Contact You:** Via email, phone, SMS, WhatsApp, or push notifications.
- **To Provide News and Offers:** Information about similar goods, services, or events unless You opt out.
- **To Manage Requests:** Responding to inquiries and feedback.

3.1 Sharing Your Personal Data

Your personal data may be shared under the following circumstances:

- **With Service Providers:** For Platform analysis, advertisements, payment processing, etc.
 - **For Business Transfers:** During mergers, acquisitions, or sales.
 - **With Authentication Authorities:** For identity verification.
 - **With Affiliates:** To honor this Privacy Policy.
 - **With Business Partners:** For product or service promotions.
 - **With Other Users:** Public interactions and profile visibility.
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4. Retention of Your Personal Data

The Company retains Personal Data only as long as necessary for purposes outlined in this Privacy Policy or to comply with legal obligations, resolve disputes, and enforce agreements. Usage Data may be retained longer for security or functional improvement purposes.

5. Transfer of Your Personal Data

Your information may be transferred to computers located outside Your jurisdiction. By submitting information, You consent to the transfer, provided adequate security measures are in place.

6. Facebook Analytics

We use Facebook Pixel for website analytics with IP anonymization enabled. You can deactivate Facebook Pixel through a browser add-on available online.

7. Disclosure of Your Personal Data

7.1 Business Transactions

Your data may be transferred during mergers, acquisitions, or sales. Notice will be provided before the transfer.

7.2 Law Enforcement

We may disclose data under legal obligations or in response to valid authority requests.

7.3 Other Legal Requirements

Data may be disclosed to:

- Comply with legal obligations.
- Protect Company rights and property.
- Investigate wrongdoing.
- Protect User and public safety.

8. Your Data Protection Rights

You have the right to:

- **Access:** Request copies of Your personal data.
- **Rectification:** Correct inaccurate or incomplete data.
- **Erasure:** Request deletion of unnecessary data.
- **Restrict Processing:** Restrict processing of inaccurate data.
- **Object:** Object to processing based on compelling reasons.
- **Data Portability:** Request data transfer to another organization or Yourself.

Requests will be addressed within thirty (30) days. Contact details are provided at the end of this Policy.

9. Security of Your Personal Data

While We strive to use commercially acceptable means to protect Your data, no method is 100% secure.

10. Children's Privacy

The Platform does not address individuals under 18. Personal data of minors will be deleted if collected without parental consent.

11. Links to Other Websites

We are not responsible for the content, privacy policies, or practices of third-party websites linked to from our Platform.

12. Changes to This Privacy Policy

We may update this Policy periodically. Changes are effective upon posting. Users will be notified via email or prominent notices.

13. Data Protection Officer

- **Name:** Ian Antony Ochola
 - **Designation:** IT/Data Protection Officer
 - **Mobile Number:** +254745723043
 - **Email:** ian@peach-technology.com
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14. Contact Us

For questions about this Privacy Policy, contact us:

- **Email:** contact@peachcars.co.ke
- **Website:** peachcars.co.ke
- **Phone:** +254715004488 (WhatsApp)
- **Mail:** P.O. Box 1093 – 00606, Nairobi

Last updated: 1st January, 2023