

Privacy Policy

Effective date: May 2026

Last updated: May 2026

1. Who we are

Vaal Air Purification (Pty) Ltd ("we", "us", "our") operates the website www.vaalairpurification.com (the "Site"). We sell PerfectAire air purifiers, ScentAire aroma diffusers, MicrobeShield-based air purifying solutions, and related accessories to customers in South Africa.

Registered address: 6 Almare Place, 9 Trent Drive, Three Rivers, Vereeniging, 1935, Gauteng, South Africa.

Contact for privacy queries: enquiry@vaalairpurification.com / +27 074 489 8540.

2. Personal information we collect

When you visit, register, place an order or contact us, we may collect the following categories of personal information:

- Contact details — name, email address, phone number, delivery and billing address.
- Order information — items purchased, order value, payment method, delivery preferences.
- Account information — login credentials if you create an account, marketing preferences, loyalty membership status.
- Communications — messages you send via our contact form, email, WhatsApp or social media.
- Technical information — IP address, browser type, device type, pages visited, cookies (see Section 7).
- Optional — survey responses, reviews you submit, photographs you provide for damage claims.

3. How we use your personal information

We process personal information for the following purposes:

- Fulfilling orders — confirming, packing, dispatching, tracking and supporting orders.
- Customer service — answering enquiries, processing returns, warranty claims and complaints.
- Account management — maintaining your account and loyalty programme record.
- Marketing — sending newsletters, promotional offers and product updates (only if you have opted in; see Section 8).
- Site improvement — analysing how the Site is used to improve usability and performance.
- Legal compliance — meeting our obligations under South African law including the Consumer Protection Act, the Electronic Communications and Transactions Act, and the Tax Administration Act.

4. Lawful basis for processing (POPIA section 11)

We process your information on one or more of the following lawful bases:

- Performance of a contract — to fulfil your order and provide post-sale support.

- Consent — for marketing communications, cookies (where applicable), and any optional data we ask you to provide.
- Legal obligation — to comply with tax, consumer protection and other applicable laws.
- Legitimate interest — to operate, secure and improve the Site, provided your privacy interests do not override ours.

5. Who we share your information with

We share personal information only with parties that need it to deliver the service you have requested:

- Courier and logistics partners — to deliver your order. They receive name, address and phone number only.
- Payment gateway providers (Peach Payments) — for processing card and EFT payments. Payment data is handled directly by the gateway under PCI-DSS standards; we do not store full card details.
- Email and CRM platforms — for sending order confirmations, marketing (if opted in) and customer support.
- Wix and our website hosting and analytics providers — for hosting, security, and aggregated analytics.
- Tax authorities and law-enforcement bodies — only when legally required.

We do not sell your personal information. We do not transfer your personal information outside South Africa except to the extent necessary for our cloud hosting and email service providers, who are bound by contractual safeguards equivalent to POPIA.

6. How long we keep your information

We retain personal information only for as long as is necessary for the purposes described above and to comply with our legal and tax obligations:

- Order and tax records — 5 years from the date of the transaction (Tax Administration Act).
- Customer accounts — for as long as your account is active. You may request deletion at any time (see Section 9).
- Marketing data — until you unsubscribe.
- Anonymous analytics — up to 26 months.

7. Cookies and tracking technologies

The Site uses cookies and similar tracking technologies to:

- Keep you signed in to your account and remember items in your cart.
- Measure how the Site is used (Google Analytics or equivalent).
- Show you relevant marketing on third-party platforms (only if you have given consent).

You can control cookies through your browser settings. Disabling cookies may affect site functionality (e.g. cart memory).

8. Marketing communications

We will only send you marketing emails if you have opted in. Every marketing email contains a one-click unsubscribe link. You may also withdraw consent at any time by emailing enquiry@vaalairpurification.com.

9. Your rights under POPIA

As a data subject in South Africa, you have the following rights:

- Access — to request a copy of the personal information we hold about you.
- Correction — to ask us to correct inaccurate or incomplete information.
- Deletion — to ask us to delete your information where we no longer have a lawful basis to keep it.
- Objection — to object to processing for direct marketing or based on legitimate interest.
- Complaint — to lodge a complaint with the Information Regulator if you believe we have mishandled your information (<https://inforegulator.org.za>).

To exercise any of these rights, contact our Information Officer at enquiry@vaalairpurification.com.

10. Information Officer

[Name to complete] is the registered Information Officer for Vaal Air Purification (Pty) Ltd, contactable at enquiry@vaalairpurification.com. The Information Officer is registered with the Information Regulator of South Africa as required by POPIA.

11. Security

We use industry-standard safeguards to protect your information, including TLS encryption on the Site, limited internal access, and PCI-DSS-compliant payment processors. No system is completely secure; if we become aware of a security breach affecting your personal information we will notify you and the Information Regulator as required by POPIA.

12. Children

The Site is not intended for use by children under 18. We do not knowingly collect personal information from children. If you believe a child has provided us with information, please contact us and we will delete it.

13. Changes to this policy

We may update this Privacy Policy from time to time. The "Last updated" date at the top of the page reflects the most recent changes. Material changes will be notified by email or via a prominent notice on the Site.

14. Contact us

For any privacy-related question, complaint or request:

- Email: enquiry@vaalairpurification.com
- Phone / WhatsApp: +27 074 489 8540
- Postal: 6 Almare Place, 9 Trent Drive, Three Rivers, Vereeniging, 1935, Gauteng, South Africa