

# Privacy Policy

Effective Date: August 2025

At **Butler's Pizza** ("we", "our", or "us"), we value your trust and are committed to safeguarding your personal information in line with the Protection of Personal Information Act, 4 of 2013 ("POPIA"). This Privacy Policy explains how we collect, use, protect, and retain your personal information when you engage with our website, mobile ordering systems, social platforms, or franchise enquiry channels.

## 1. Information We Collect

We may collect information in the following circumstances:

- When you enquire about a franchise opportunity
- When you place an order by phone or online
- When you interact with us via our website or social media pages

The types of personal information we may request include:

- Name and surname
- Contact details (phone number, email address)
- Delivery address
- Order preferences and details
- Payment information (where relevant)
- Any voluntary information you choose to provide

We may also gather non-identifiable technical information (such as device type, browser version, IP address, and browsing behaviour) through cookies and analytics tools.

## 2. How We Use Your Information

Your personal information is used to:

- Confirm, prepare, and deliver your orders
- Send confirmations, delivery updates, and payment notifications
- Enhance our products, services, and overall customer experience
- Share promotional content and updates (only if you opt in — with a simple opt-out available anytime)
- Fulfil our legal and regulatory duties

## 3. Protecting Your Information

We implement appropriate security measures — both technical and organisational — to protect your personal information from unauthorised access, alteration, or loss. Access is limited to authorised personnel and trusted service providers who require the data for legitimate business purposes.

We never sell or rent your data. Where third-party service providers (e.g., payment processors like

SnapScan) are involved, they are bound by confidentiality and data protection agreements.

#### 4. Your Rights Under POPIA

You are entitled to:

- Access the personal information we hold about you
- Request corrections or updates to your details
- Object to the processing of your information for specific uses
- Request deletion of your personal information, subject to legal and operational obligations

To exercise these rights, please contact us at **customercare@butlers.co.za**.

#### 5. Cookies and Tracking

Our digital platforms may use cookies and similar technologies to:

- Personalise and improve your experience
- Enable certain features such as order tracking or location services
- Analyse site performance

You can manage cookie preferences through your browser settings.

#### 6. Data Retention

We keep personal information only for as long as necessary to achieve the purposes outlined in this policy or as required by law.

#### 7. Updates to This Policy

We may revise this Privacy Policy occasionally. Any updates will be posted on our website with the date of the most recent change.

#### 8. Contact Us

If you have any questions or concerns about how we handle your personal information, please reach out to us at:

**Butler's Pizza**

■ Email: [customercare@butlers.co.za](mailto:customercare@butlers.co.za)

■ Phone: 072 143 0000

■ Address: 2c Raapenberg Road, Mowbray