



NOVA BLOOM

Privacy Policy

Nova Bloom - Privacy Policy

Effective Date: 1 January 2025

Nova Bloom (hereinafter referred to as "we," "us," or "our") is committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and protect your personal information when you interact with our services, including our website www.novabloom.co.za, our bouquet preservation services, and any other related communications.

1. Information We Collect

We may collect the following types of personal information from you:

Contact Information: Your name, email address, phone number, and postal address.

Order Information: Details about your orders, including the date of your wedding/event, description and photos of your bouquet, preservation preferences, and payment information.

Shipping Information: Delivery address for your preserved bouquet.

Payment Information: While we may collect payment details for processing, we do not store sensitive payment information (such as credit card numbers) directly. This information is securely processed by our chosen payment gateway.

Communication Data: Records of our correspondence with you, including emails, messages, and phone calls.

Website Usage Data: Information about how you use our website, including your IP address, browser type, operating system, pages visited, and browsing activity (collected through cookies and similar technologies – please see our Cookie Policy below).

Marketing Preferences: Your preferences for receiving marketing communications from us.

2. How We Use Your Information

We may use your personal information for the following purposes:

Providing Services: To process your preservation orders, communicate with you about the process, and deliver your preserved bouquet.

Customer Support: To respond to your inquiries, provide assistance, and resolve any issues.

Payment Processing: To process your payments for our services.

Communication: To send you order confirmations, updates on your preservation progress, and information about our services.

Marketing: To send you promotional materials, newsletters, and special offers (only if you have opted in to receive such communications). You can opt out at any time.

Improving Our Services: To analyze website usage and customer feedback to improve our services, website functionality, and customer experience.

Legal Compliance: To comply with applicable laws, regulations, and legal processes.

Security: To protect our website and services from fraud, unauthorized access, and other security threats.

3. Disclosure of Your Information

We may disclose your personal information to the following categories of recipients:

Service Providers: We may share your information with third-party service providers who assist us in providing our services, such as payment processors, courier services, and website hosting providers. These providers are contractually obligated to protect your information.

Business Transfers: In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred to the acquiring entity.

Legal Requirements: We may disclose your information if required to do so by law or in response to a valid legal request, such as a court order or government investigation.

Protection of Rights: We may disclose your information when we believe it is necessary to protect our rights, property, or safety, or the rights, property, or safety of others.

4. Security of Your Information

We take reasonable and appropriate technical and organizational measures to protect your personal information from loss, misuse, unauthorized access, disclosure, alteration, and destruction. These measures include:

Secure server infrastructure.

Encryption of sensitive data during transmission.

Access controls to limit who can access your information.

Regular security assessments and updates.

5. Your Rights Under POPIA (South Africa)

Under the Protection of Personal Information Act (POPIA), you have certain rights regarding your personal information, including the right to:

Access: Request access to the personal information we hold about you.

Correction: Request the correction or updating of your personal information if it is inaccurate, incomplete, or misleading.

Deletion: Request the deletion of your personal information under certain circumstances.

Objection to Processing: Object to the processing of your personal information on legitimate grounds.

Restriction of Processing: Request the restriction of the processing of your personal information under certain circumstances.

Portability: Request the transfer of your personal information to another responsible party in a structured, commonly used, and machine-readable format (where applicable).

Withdraw Consent: Withdraw your consent to the processing of your personal information at any time (where processing is based on consent).

Lodge a Complaint: Lodge a complaint with the Information Regulator (South Africa) regarding the processing of your personal information.

To exercise any of these rights, please contact us using the contact details provided below. We may require you to provide proof of identity before processing your request.

6. Data Retention

We will retain your personal information for as long as necessary to fulfill the purposes for which it was collected, including to provide you with our services, comply with legal obligations, resolve disputes, and enforce our agreements.

7. Cookies and Similar Technologies

Our website may use cookies and similar technologies to collect information about your browsing activities. You can manage your cookie preferences through your browser settings. For more information, please see our separate Cookie Policy (if applicable).

8. Links to Other Websites

Our website may contain links to other websites that are not operated by us. We are not responsible for the privacy practices of these third-party websites. We encourage you to review the privacy policies of any website you visit.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will post any changes on our website and update the effective date. We encourage you to review this Privacy Policy periodically.

10. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or the handling of your personal information, please contact us at:

Nova Bloom

novabloomsa@gmail.com

076 809 2409