

Privacy Policy – [PrivateBuyer.com](https://privatebuyer.com)

Effective Date: 1 May 2026

1. Who We Are

[PrivateBuyer.com](https://privatebuyer.com) is operated by **PrivateBuyer (Pty) Ltd** (Registration No. [insert]). For the purposes of the Protection of Personal Information Act 4 of 2013 (POPIA), PrivateBuyer (Pty) Ltd is the “Responsible Party”.

Contact Details:

- Email: support@privatebuyer.com
- Physical Address: 2 Frank Smuts Street, Heuwelsig, Bloemfontein, South Africa

2. Purpose of This Policy

This Policy explains what personal information we collect, how and why we use it in accordance with POPIA, and the rights available to you as a data subject.

3. What Personal Information We Collect

We collect and process personal information only for lawful and legitimate purposes.

Category	Examples	Source
Identity information	Name, surname, ID number (for FICA verification), FFC number (for Agents).	Directly from you or Agents
Contact details	Email address, phone number, physical address.	Directly from you or Agents
Buyer needs analysis	Budget, preferred location, property type, bedrooms, special requirements.	Directly from you or Agents
Agent listings	Property address, price range, property type, bedrooms, bathrooms, size.	Directly from you or Agents
Viewing requests	Property address, date/time preferences, buyer consent.	Generated by your activity.
Transaction data	Records of introductions,	Generated by your activity.

Category	Examples	Source
	referral fees, network overrides.	
Technical data	IP address, browser type, device information, cookies.	Automatically collected.
Communications	Messages exchanged via the Platform or email.	Directly from you or Agents

We do not intentionally collect data about children under 18 and will delete such information if we discover it.

4. How We Use Your Information

We process your personal information for the following purposes:

Purpose	Legal Basis
To provide the Platform’s matching and introduction services.	Performance of a contract (Terms and Conditions).
To verify FFCs and professional licences (Agents).	Compliance with the Property Practitioners Act.
To process referral fees and network overrides.	Performance of a contract and legitimate interests.
To comply with FICA and anti-money laundering obligations.	Legal obligation.
To improve the Platform and our services.	Legitimate interests (user experience).
To send service-related communications (e.g., platform updates, viewing request confirmations).	Performance of a contract.

Purpose**Legal Basis**

To send marketing communications (e.g., property alerts).

Consent (opt-in required).

To respond to enquiries and resolve disputes.

Legitimate interests.

5. Sharing of Personal Information

We share personal information only in the following circumstances:

Recipient**Purpose****Legal Basis**

Agents (when you request a viewing)

Your name, email, and phone number are shared with the Agent so they can contact you to arrange a viewing.

Performance of a contract and your explicit consent (given when requesting a viewing).

Buyers and Sellers (when they request a viewing of your listing – Agents only)

Your name and contact details (as the Agent) are shared with the Buyer only after they request a viewing.

Performance of a contract.

Service providers (hosting, email, analytics, payment processors)

To operate and improve the Platform.

Legitimate interests (with data processing agreements).

Conveyancers / attorneys

To effect transfer of property and distribute commission (Agents only).

Legal obligation and performance of a contract.

Law enforcement / regulators (PPRA, SARB, SARS)

Compliance with legal obligations.

Legal obligation.

We **never sell** your personal information to third parties.

6. Cross-Border Data Transfers

Because the PrivateBuyer network includes international Agents (e.g., Dubai, UK, EU), your personal information may be transferred to recipients outside South Africa.

POPIA allows such transfers only under strict conditions. We ensure that:

- The recipient is subject to a law, binding corporate rules, or a binding agreement that provides an adequate level of protection substantially similar to POPIA; **or**
- You have given explicit consent to the transfer; **or**
- The transfer is necessary for the performance of a contract between you and us.

For international referrals, we will obtain your explicit consent before transferring your personal information to an Agent in another country.

7. Information Security

We implement appropriate technical and organisational measures to protect your personal information against unauthorised access, loss, destruction, or damage. These include:

- Secure servers with access controls.
- TLS encryption for data transmission.
- Regular security audits.
- Staff training on data protection.

8. Data Retention

We retain personal information for the periods required by law:

Type of Data	Retention Period	Legal Basis
Transaction records (introductions, referral fees, network overrides)	5 years from the date of the transaction.	Property Practitioners Act, Section 55.
Marketing records (website, social media content)	5 years from the date of creation.	Property Practitioners Act.
User account data (inactive accounts)	Deleted 2 years after last	Legitimate

Type of Data	Retention Period	Legal Basis
	login.	interests.
Cookies and technical data	As specified in our Cookie Policy (separate).	Consent.

9. Your Rights under POPIA

You have the following rights regarding your personal information:

Right	Description
Right of access	You may request a copy of the personal information we hold about you.
Right to rectification	You may request correction of inaccurate or incomplete information.
Right to erasure (right to be forgotten)	You may request deletion of your personal information where there is no legal obligation to retain it.
Right to restrict processing	You may request that we stop processing your data in certain circumstances.
Right to object	You may object to processing based on legitimate interests (e.g., direct marketing).
Right to data portability	You may request a copy of your data in a structured, machine-readable format.
Right to withdraw consent	Where processing is based on consent, you may withdraw it at any time.

To exercise any of these rights, please email support@privatebuyer.com. We will respond within 21 days.

10. Direct Marketing

We may send you service-related communications (e.g., platform updates, viewing request confirmations) without your prior consent because they are necessary for the performance of our contract.

We will only send marketing communications (e.g., property alerts, newsletters) if you have given explicit consent (opt-in). You may withdraw this consent at any time by clicking the “unsubscribe” link in any marketing email or by contacting us.

11. Cookies

We use cookies to improve the Platform’s functionality and to analyse usage. For detailed information, please see our separate **Cookie Policy** (available on the Platform). You may disable cookies in your browser settings, but this may affect the Platform’s performance.

12. Third-Party Links

The Platform may contain links to third-party websites (e.g., payment gateways, social media). We are not responsible for the privacy practices of those sites.

13. Children’s Privacy

The Platform is not intended for persons under 18 years of age. We do not knowingly collect personal information from children under 18. If we become aware that we have inadvertently collected such information, we will delete it promptly.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any material changes will be notified via email or a prominent notice on the Platform. The “Effective Date” at the top of this page indicates when it was last revised. Continued use of the Platform after updates constitutes acceptance.

15. Complaints

If you believe we have violated POPIA, you may lodge a complaint with:

Information Regulator (South Africa)

- Website: www.justice.gov.za/infoereg/
- Email: complaints@infoeregulator.org.za

We encourage you to contact us first at support@privatebuyer.com to resolve any issues.

16. Contact Us

For any questions about this Privacy Policy or to exercise your rights, please contact:

- **Email:** support@privatebuyer.com

- **Physical Address:** 2 Frank Smuts Street, Heuwelsig, Bloemfontein, South Africa