

Privacy Policy for Bella S Boutique

Last Updated: [August 2025]

This Privacy Policy describes how Bella S Boutique (“we,” “us,” or “our”) collects, uses, and discloses your personal information when you visit, use our services, or make a purchase from [https://www.bellasboutique.com] (the “Site”) or otherwise interact with us (collectively, the “Services”).

By accessing or using our Services, you confirm that you have read, understood, and agree to the terms of this Privacy Policy and consent to the processing of your personal information in accordance with applicable laws, including South Africa’s Protection of Personal Information Act (POPIA), the General Data Protection Regulation (GDPR), and the California Consumer Privacy Act (CCPA), where applicable.

1. Compliance with POPIA

In accordance with POPIA, we commit to:

- **Lawful Processing:** Your personal information will be collected and processed in a lawful and reasonable manner that does not infringe your privacy.
- **Minimal Collection:** We will collect only the information necessary for the stated purposes.
- **Purpose Specification:** We will use your personal information only for the purposes specified in this policy, unless further consent is obtained.
- **Information Quality:** We will take reasonable steps to ensure that the information we collect is accurate, complete, and updated.
- **Security Safeguards:** We implement appropriate, reasonable security measures to prevent loss, damage, unauthorized access, or disclosure.
- **Data Subject Participation:** You have the right to access, update, or correct your personal information held by us.

- Retention: We will not retain your personal information longer than necessary unless required by law.
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2. Information We Collect

We collect the following types of personal information:

- Contact Information: Name, phone number, email address, billing and shipping addresses.
- Account Details: Username, password, account preferences.
- Order and Payment Information: Purchase history, payment method (processed securely via third-party providers).
- Shopping information: Including the items you view, put in your cart or add on your Wishlist
- Customer support information: Including the information you choose to include in communication with us, for example when sending a message through self-service.
- Device and Usage Information: IP address, browser type, pages visited, cookies, and similar data through analytics tools.

Some features of the Services may require you to directly provide us with certain information about yourself. You may elect not to provide this information, but doing so may prevent you from using or accessing these features.

3. How We Use Your Personal Information

We use your personal information to:

- Providing Products and Services. We use your personal information to provide you with the Services in order to perform our contract with you, including to process your payments, fulfill your orders, to send notifications to you related to you account, purchases, returns, exchanges

or other transactions, to create, maintain and otherwise manage your account, to arrange for shipping, facilitate any returns and exchanges and to enable you to post reviews.

- **Marketing and Advertising.** We use your personal information for marketing and promotional purposes, such as to send marketing, advertising and promotional communications by email, text message or postal mail, and to show you advertisements for products or services. This may include using your personal information to better tailor the Services and advertising on our Site and other websites with your consent.

- **Security and Fraud Prevention.** We use your personal information to detect, investigate or take action regarding possible fraudulent, illegal or malicious activity. If you choose to use the Services and register an account, you are responsible for keeping your account credentials safe. We highly recommend that you do not share your username, password, or other access details with anyone else. If you believe your account has been compromised, please contact us immediately.

- **Communicating with you.** We use your personal information to provide you with customer support and improve our Services. This is in our legitimate interests in order to be responsive to you, to provide effective services to you, and to maintain our business relationship with you.

4. Disclosure of Information

HOW WE DISCLOSE PERSONAL INFORMATION

In certain circumstances, we may disclose your personal information to third parties for legitimate purposes subject to this Privacy Policy. Such circumstances may include:

- With vendors or other third parties who perform services on our behalf (e.g., IT management, payment processing, data analytics, customer support, cloud storage, fulfilment and shipping).
- With business and marketing partners, including Shopify, to provide services and advertise to you. Our business and marketing partners will use your information in accordance with their own privacy notices.
- When you direct, request us or otherwise consent to our disclosure of certain information to third parties, such as to ship you products or through your use of social media widgets or login integrations, with your consent.
- With our affiliates or otherwise within our corporate group, in our legitimate interests to run a successful business.
- In connection with a business transaction such as a merger or bankruptcy, to comply with any applicable legal obligations (including to respond to subpoenas, search warrants and similar requests), to enforce any applicable terms of service, and to protect or defend the Services, our rights, and the rights of our users or others. We do not use or disclose sensitive personal information for the purposes of inferring characteristics about you.

User Generated Content

Our Services may allow you to post product reviews or other types of user-generated content. Please be aware that any content you choose to submit in public areas of the Site (such as reviews or comments) will become publicly accessible and can be viewed by anyone.

We do not have control over who may access or use the information you make public, and we cannot guarantee that others will respect your privacy or handle your content securely. Bella S Boutique is not responsible for the privacy, security, or accuracy of any information you disclose publicly, nor are we liable for how third parties may use or misuse such information.

Option 2 example?

We may share your information with:

- Service providers (e.g., payment processors, shipping partners).
- Marketing and analytics partners.
- Legal authorities, if required by law or legal proceedings.
- Affiliates or successors in the event of a business transfer.

5. Cookies and Tracking

We use cookies to enhance your browsing experience and for analytics and advertising. You may disable cookies in your browser settings, but this may affect site functionality.

By using our website, you (the visitor) agree to allow third parties to process your IP address to determine your location for currency conversion. The currency will be stored in a session cookie to maintain consistency while browsing.

For more on Shopify cookies, see: <https://www.shopify.com/legal/cookies>

6. Your Rights

Depending on your location, you may have rights to:

- Access your personal information.
- Request correction or deletion of your data.
- Object to or restrict certain processing.

- Withdraw consent at any time.
 - Lodge a complaint with the Information Regulator (South Africa) or your local data authority.
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7. Data Security & Retention

We take reasonable technical and organizational measures to secure your data. Personal information is retained only for as long as necessary for the purposes stated, or as required by law. Please be aware that no security measures are perfect or impenetrable, and we cannot guarantee “perfect security.” Additionally, any information you transmit to us may not be secure while in transit. We strongly recommend that you avoid using unsecure channels to communicate sensitive or confidential information to us.

The length of time we retain your personal information depends on several factors, including whether we need the data to maintain your account, provide our Services, comply with legal obligations, resolve disputes, or enforce applicable contracts and policies.

8. Children’s Privacy

Our Services are not directed to children under 18. We do not knowingly collect personal data from children. If you are a parent or guardian and believe your child has provided us information, contact us to request deletion.

9. Third-Party Links

Our Site may contain links to third-party websites. We are not responsible for their privacy practices. Please review their policies before engaging. If you choose to follow these links, please be aware that you are leaving our Site and entering a platform that is governed by its

own privacy and security policies. We strongly encourage you to review the terms, conditions, and privacy practices of any third-party site you visit.

We do not guarantee and are not responsible for the privacy, security, accuracy, or completeness of information found on these external sites. Any information you share on public or semi-public platforms, including social media or third-party services, may be viewed by others and used without limitation by Bella S Boutique or third parties.

The inclusion of any third-party link on our Site does not constitute an endorsement or affiliation unless expressly stated.

10. International Transfers

If you are located outside South Africa, please note your information may be transferred to, stored, and processed in South Africa or other countries. We ensure appropriate safeguards for such transfers, including standard contractual clauses where applicable.

11. Contact Information

If you have questions or concerns about this Privacy Policy or wish to exercise your data rights, please contact:

Bella S Boutique

✉ Email: info@bellasboutique.com

📍 Address: Johannesburg, South Africa

You may also contact South Africa's Information Regulator:

✉ complaints.IR@justice.gov.za

🌐 <https://www.justice.gov.za/inforeg/>