

Privacy Policy

Last updated: 27 January 2026

1. Purpose

This Privacy Policy explains how PIMMS Group (Pty) Ltd (“PIMMS”, “we”, “us”) collects, uses, shares, stores, and protects personal information in accordance with the Protection of Personal Information Act, 2013 (“POPIA”).

This policy applies to individuals and organisations who interact with PIMMS through our websites, social media pages, products, services, events, and business activities.

2. Definitions

“Personal information” means information relating to an identifiable, living natural person or juristic person.

“Process” means any operation performed on personal information, including collection, storage, use, disclosure, or deletion.

3. Lawful basis for processing

PIMMS processes personal information on one or more of the following lawful bases:

- to perform or enter into a contract;
- to comply with a legal obligation;
- where processing is necessary for PIMMS’s legitimate business interests; and
- where required, based on your consent.

4. Information we collect

We may collect:

- contact details such as name, email address, telephone number, and company details;
- transactional and contractual information;
- account login details where applicable;
- survey responses and feedback;
- technical data such as IP address, device type, browser, and website usage data.

5. How we collect information

Information is collected:

- directly from you;
- through your interaction with our websites and services;
- through cookies and similar technologies (see our Cookie Policy);
- from third parties where permitted by law.

6. How we use personal information

We use personal information to:

- respond to enquiries and communicate with you;
- provide products and services;
- perform contractual obligations;
- administer accounts and transactions;
- improve website performance and user experience;
- conduct analytics and internal reporting;
- comply with legal and regulatory obligations.

We do not use personal information to deliver personalised advertising.

7. Cookies and analytics

We use cookies and similar technologies to ensure website functionality and to analyse website usage. Detailed information is available in our Cookie Policy.

8. Sharing of information

We may share personal information with:

- group companies and authorised employees;
- service providers who assist us with IT, analytics, hosting, payments, and professional services;
- regulators or authorities where required by law.

We do not sell personal information to third parties.

9. International transfers

Personal information may be processed outside South Africa where service providers operate. We take reasonable steps to ensure appropriate safeguards are in place.

10. Data retention

Personal information is retained only for as long as necessary for the purposes for which it was collected, or as required by law.

11. Security measures

We implement reasonable technical and organisational safeguards to protect personal information. While we take security seriously, no system is completely secure.

12. Your rights

You have the right to:

- request access to your personal information;
- request correction or deletion;

- object to processing in certain circumstances;
- withdraw consent where processing is based on consent.

Requests can be submitted using the contact details below.

13. Marketing communications

You may opt out of marketing communications at any time using the unsubscribe link or by contacting us. Transactional communications will continue where required.

14. Children

Our services are intended for business users and are not directed at individuals under 18 years of age.

15. Changes to this policy

We may update this Privacy Policy from time to time. Updates will be posted on our website.

16. Contact details

PIMMS Group (Pty) Ltd

1050 Liner Avenue, Laser Park, Honeydew, Gauteng, South Africa

Email: privacy@pimms.co.za