

Privacy Policy

Effective Date: 23/07/2026

Welcome to **The Hire Shop!** We respect your privacy and are committed to protecting your personal data in accordance with the Protection of Personal Information Act (POPIA) and other applicable laws in South Africa.

This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website: <https://www.thehireshop.co.za/>.

1. Information We Collect

Should you decide to register as a user on the website, make a purchase, or submit an enquiry, we may require you to provide us with personal information. We may collect the following types of data:

- **Personal Information:** Including, but not limited to, your name and surname, email address, physical/shipping address, gender, mobile number, date of birth, and payment details.
- **Technical Data:** Including your IP address, browser type, device information, and usage data collected through cookies and similar technologies.
- **Communication Data:** Such as feedback, reviews, or other content you submit via forms, emails, or customer support inquiries.

If your personal information changes, please inform us as soon as reasonably possible so we can update your details. By providing this information, you agree to provide accurate and current data, and not to impersonate or misrepresent your affiliation with any person or entity.

2. How We Use Your Information

We will not use your personal information for any purpose other than as set out below without your express consent. We use your data to:

- Process, fulfil, and deliver orders for goods and services.
- Respond to enquiries, process returns, and provide customer support.
- Contact you regarding current or new products, services, or goods offered by us or our partners (with your consent).
- Improve and personalise your browsing experience.
- Monitor website usage and detect security issues, fraudulent online payments, or other illegal activities.

- Comply with legal obligations.

3. Sharing and Disclosure of Information

We treat your personal information as strictly confidential and do not sell or rent your data. We may share your information with third parties only for the following purposes:

- **Internal Staff & Service Providers:** To our employees and third-party service providers (under contract with us) who assist with business operations, such as payment processors, couriers, marketing, and technology services. They may only use your information in connection with the services they perform for us.
- **E-commerce Platform:** We use WooCommerce to power our online store. You can read more about how WooCommerce (Automattic) uses your Personal Information here: <https://automattic.com/privacy/>.
- **Analytics:** We use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information here: <https://policies.google.com/privacy>.
- **Faulty Goods & Disputes:** Relevant personal information may be shared with **cassidy@thehireshop.co.za** to liaise directly with you regarding faulty goods requiring their involvement, or for criminal investigation purposes in the event of fraudulent online payments.
- **Legal Authorities:** To law enforcement, government officials, or fraud detection agencies when we believe in good faith that disclosure is necessary to prevent physical harm, financial loss, investigate suspected illegal activity, enforce our Terms and Conditions, or comply with a subpoena or court order.

4. Cookies and Tracking Technologies

We may place small text files called "cookies" on your device when you visit our website. These files do not contain personal information but contain a personal identifier allowing us to associate your personal information with a certain device. We use cookies to:

- Grant you access to age-restricted content (if applicable).
- Tailor our website's functionality to you by remembering your preferences.
- Improve website performance.
- Allow third parties to provide services to our website.
- Deliver targeted advertising in compliance with applicable laws.

Your internet browser generally accepts cookies automatically, but you can change this setting to stop accepting them or delete them manually. Please note that disabling cookies may prevent you from accessing certain features of our website. You can find out more about cookies at www.allaboutcookies.org.

5. Data Security and Retention

- **Security Measures:** We take appropriate technical and organisational measures to ensure your personal data is kept secure and protected against unauthorised processing, accidental loss, destruction, alteration, or access. All employees and partners with access to your data are bound by legally binding confidentiality obligations.
- **Breach Notification:** We will promptly notify you if we become aware of any unauthorised use, disclosure, or processing of your personal information.
- **Retention:** We will not retain your personal information longer than necessary for the purposes it was collected, unless required by law or you consent to a longer retention period. Upon written request, we will promptly return or destroy your personal information in our possession, save for what we are legally obliged to retain.
- **Liability Disclaimer:** While we do everything reasonably necessary to protect your privacy, we cannot guarantee total security. We do not accept liability for unauthorised disclosures made by third parties not under our control, unless resulting from our gross negligence.

6. Your Rights Under POPIA

You have the right to:

- Access your personal data to view or update details.
- Request the correction or deletion of your data.
- Object to processing for marketing purposes.
- Withdraw your consent at any time.

7. Third-Party Links

Our Website may contain links to third-party websites. We are not responsible for the privacy practices, content, or security of those sites.

8. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. Changes will be posted on this page with a revised "Effective Date."

9. Contact Us

If you have questions about this Privacy Policy, wish to exercise your rights, or want to know how your information is handled, please contact us at:

- **Website:** <https://www.thehireshop.co.za/>

- **Email Addresses:**
 - General Enquiries: randburg@thehireshop.co.za / wvp@thehireshop.co.za
 - Returns/Faulty Goods: cassidy@thehireshop.co.za
- **Phone Numbers:** (011) 792 8308 / (011) 675 2150