
Privacy Policy for Esethu Shoes

At Esethu Shoes, we value your privacy and are committed to safeguarding your personal information in compliance with the Protection of Personal Information Act (POPIA). This Privacy Policy explains how we collect, use, and protect your personal information when you visit and interact with our website, esethushoes.com. By using our website, you agree to the terms of this policy.

1. Collection of Personal Information

We collect personal information to provide and improve our services. This information is collected when:

- **You place an order:** We collect details such as your name, contact information, billing and shipping address, and payment information.
- **You create an account:** We collect your email address, password, and any other information required for account creation.
- **You subscribe to our newsletters or marketing materials:** We collect your email address to keep you updated with our latest products, offers, and news.

2. Purpose of Collecting Personal Information

Esethu Shoes uses your personal information only for specific, legitimate purposes, including:

- Fulfilling orders and processing payments.
- Providing customer service and responding to inquiries.
- Sending marketing communications (with your consent).
- Analyzing website usage and improving user experience.
- Complying with legal obligations and protecting against fraudulent activities.

3. Disclosure of Personal Information

We do not sell or rent your personal information to third parties. However, we may share your information in the following cases:

- **Service Providers:** We may share information with trusted third-party service providers (e.g., payment processors, shipping companies) who assist in fulfilling orders or enhancing our website.
- **Legal Compliance:** We may disclose personal information if required by law, court order, or legal process to protect our rights or comply with legal requirements.

4. Security of Personal Information

We prioritize the security of your personal information and implement reasonable technical and organizational measures to protect it from unauthorized access, loss, or misuse. Our website uses secure connections (SSL) to safeguard sensitive data during transactions.

5. Your Rights Under POPIA

In compliance with POPIA, you have the following rights concerning your personal information:

- **Access:** You have the right to request access to the personal information we hold about you.
- **Correction:** You may request corrections if you believe your information is inaccurate, outdated, or incomplete.
- **Deletion:** You may request that we delete your personal information, subject to certain exceptions under POPIA.
- **Objection:** You have the right to object to the processing of your information for certain purposes, such as direct marketing.
- **Withdrawal of Consent:** Where processing is based on consent, you may withdraw your consent at any time.

To exercise these rights, please contact us at support@esethushoes.com. We will respond to your request within a reasonable timeframe.

6. Retention of Personal Information

We retain your personal information only as long as necessary to fulfill the purposes for which it was collected, comply with legal obligations, or protect our legitimate business interests.

7. Cookies and Tracking Technologies

Esethu Shoes uses cookies and similar tracking technologies to improve website performance and enhance user experience. By using our site, you consent to our use of cookies as described in our **Cookie Policy**. You may adjust your browser settings to refuse cookies, but this may impact certain site functionalities.

8. Updates to this Privacy Policy

Esethu Shoes may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. We encourage you to review this page regularly for any updates. The "Last Updated" date at the top of this policy indicates when changes were last made.

9. Contact Information

For questions or concerns about this Privacy Policy or how we handle your personal information, please contact us at:

Esethu Shoes Customer Support

Email: info@esethushoes.com