

Privacy Policy

1. Introduction

Memento Books Pty (LTD), with registration number 2022/752528/07, is committed to protecting your privacy and complying with the Protection of Personal Information Act (POPIA). This Privacy Policy explains how we collect, use, and protect your personal information on our website, mementobooks.co.za.

2. Information Collection

Personal Information Collected

We collect the following personal information:

- **Contact Forms:** Name, surname, and email address.
- **Orders:** Name, surname, email address, delivery address, and payment details.

We do not collect sensitive personal information.

How Information is Collected

Personal information is collected through:

- Contact forms and account sign-ups.
- Cookies for website analytics and advertising.
- Third-party services: We use Google Analytics for tracking ad performance, Yoco and Ecwid for payment processing, and Bobgo for shipment management.

3. Purpose of Information Collection

Your personal information is collected for:

- Processing and fulfilling orders.
- Communicating with customers and responding to inquiries.
- Providing marketing communications if you opt in via our newsletter sign-up.

4. Sharing of Information



We share personal information with third-party service providers, who have their own privacy policies:

- **Bobgo:** Delivery information (name, address, email, phone number).
- **Yoco & Ecwid:** Payment information for secure processing.
- **Google Analytics:** For website traffic analysis and ad performance tracking.

5. Data Security

Your personal information is protected by an SSL certificate from GoDaddy. We also rely on the security measures of our partners, Yoco and Wix, which include encryption to safeguard your data.

6. User Rights and Choices

Access, Update, or Delete

If you create an account, you can access and manage your personal information. For guest checkouts, this option is unavailable.

Opt-Out and Withdraw Consent

You can opt-out of tracking by managing cookie preferences or choosing not to complete forms or orders.

7. Cookies and Tracking

We use cookies for analytics and advertising:

- Session cookies help with navigation.
- Analytics cookies help us understand user interactions.
- Advertising cookies improve ad performance.

You can accept or reject cookies when visiting our site.

8. Data Retention

We retain personal information as long as necessary to fulfill orders, respond to inquiries, and comply with legal requirements. Data is deleted or anonymised after five years, or sooner if it is no longer needed.

9. Contact Information

For questions or concerns about your privacy, please contact us at:

- **Email:** hello@mementobooks.co.za
- **Phone:** 0609729061

10. Updates to the Privacy Policy

We may update this Privacy Policy from time to time. The latest revision date will be indicated at the bottom of this policy.

Last Updated: 12/10/2024