

Privacy Policy.

Effective date: March 2025

This Privacy Policy explains how Nurture by Nature (“we”, “us”, “our”) collects, uses, stores, shares, and protects your personal information when you visit our website, contact us, place an order, or book a service/class/consultation (“Services”).

We aim to comply with the Protection of Personal Information Act, 2013 (POPIA) and other applicable South African laws.

Who is responsible for your information

For POPIA purposes, Nurture by Nature is the Responsible Party.

Legal entity name: Nurture by Nature

Email: nurturebynaturelc@gmail.com

Address: Parklane Netcare Hospital

What information we collect

We collect information in three main ways: (a) you give it to us, (b) we collect it automatically when you use the website, and (c) we receive it from service providers that help us operate.

Information you provide directly

Depending on what you do on our site, this may include:

- Identity & contact details: name, email, phone/WhatsApp number
- Delivery details: address, delivery instructions
- Order details: items purchased, order history, returns/refunds support requests
- Payment confirmation details: we may receive confirmation of payment status from our payment provider (we do not store full card details on our servers)
- Bookings & service details: booking information, preferences, and any information you choose to share for consultations/classes
- Messages: emails, forms, DMs, WhatsApp messages, reviews, and support requests

Information we may collect automatically

- Device and usage data: IP address, browser type, device identifiers, pages viewed, clicks, referral source, approximate location (derived from IP)
- Cookies and similar technologies: used to keep the site working, remember preferences, understand usage, and (where enabled) support marketing

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Information from third parties

We may receive information from:

- Payment gateways (payment status, fraud signals)
- Courier/delivery partners (delivery status and updates)
- Booking platforms / calendars (booking confirmations)
- Website hosting / ecommerce platform tools (e.g., forms, checkout, analytics integrations)
- Analytics and advertising tools (aggregated performance data)

Special personal information (health-related)

If you book a consultation or complete intake forms, you may choose to share information that can be classified as special personal information under POPIA (for example, health-related details about you or your baby).

We only process this kind of information when it's needed to:

- provide the Service you requested,
- communicate with you about that Service, and/or
- meet professional/legal obligations (where applicable).

Where required, we will rely on your consent or the appropriate POPIA authorisation for healthcare-related processing.

Why we use your information

We use personal information to:

- Fulfil orders (process, pack, ship, deliver)
- Provide Services (classes, consults, resources, follow-ups)
- Communicate with you (order updates, booking confirmations, support)
- Improve our website and offerings (analytics, performance, UX)
- Prevent fraud and protect our business (security checks, risk screening)
- Comply with legal and tax obligations
- Send marketing communications (only if you opt in, or where legally permitted). You can opt out at any time.

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Lawful grounds for processing (POPIA)

We process information based on one or more of the following:

- Performance of a contract (e.g., to complete your order or booking)
- Consent (e.g., newsletter sign-up, certain health-related data, optional cookies)
- Legal obligations (e.g., tax/financial recordkeeping)
- Legitimate interests (e.g., running and securing our operations, improving services), where appropriate and not overridden by your rights

Who we share your information with

We only share personal information where it's necessary to run the business and deliver what you requested. This may include:

- Payment processors (to take payments and manage fraud risk)
- Courier/delivery companies (to deliver orders)
- Website and hosting providers (to run the site)
- Booking/communication tools (email, WhatsApp, scheduling)
- Analytics and marketing tools (site performance, ad measurement—where enabled)
- Professional advisers (accounting, legal) when needed
- Regulators/law enforcement when required by law

We do not sell your personal information.

International transfers

Some service providers (hosting, analytics, email tools) may store or process information outside South Africa. Where this happens, we take reasonable steps to ensure appropriate safeguards are in place consistent with POPIA requirements.

How long we keep your information

We keep personal information only for as long as necessary for the purposes above, unless a longer period is required by law.

Typical retention examples:

- Order and payment records: retained for the period required for accounting/tax and dispute handling

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- Customer support correspondence: retained as needed to resolve queries and maintain service history
- Consultation records (if applicable): retained in line with applicable professional guidance/legal requirements for healthcare-related recordkeeping (where relevant)
- Cookies: durations vary by cookie type (see Cookies section)

How we protect your information

We use reasonable administrative, technical, and physical safeguards designed to protect personal information, including (where applicable):

- access controls and least-privilege access,
- secure hosting and encryption in transit (SSL),
- limited staff/contractor access to sensitive data,
- monitoring for suspicious activity.

No system is 100% secure, but we work to reduce risk and respond appropriately.

Your rights

Subject to POPIA, you may request to:

- access the personal information we hold about you,
- correct inaccurate information,
- delete information (where we're not legally required to keep it),
- object to certain processing,
- withdraw consent where processing is based on consent,
- opt out of marketing at any time.

To make a request, contact us using the details above. We may ask for proof of identity before fulfilling a request. You also have the right to lodge a complaint with the Information Regulator (South Africa) if you believe your rights have been infringed.

Cookies and similar technologies

We use cookies and similar tools to:

- make the site function properly (essential cookies),

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- remember preferences (functional cookies),
- understand website usage (analytics cookies),
- support marketing measurement (where enabled).
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You can control cookies via your browser settings and, where available, our cookie banner/preferences tool. Blocking certain cookies may impact site functionality. This approach is consistent with standard website cookie disclosures like the reference policy you provided.

Embedded content and third-party links

Some pages may include embedded content (e.g., videos, social posts) or links to third-party sites. Those third parties may collect data according to their own privacy policies.

Children's privacy

Our services and products are intended for parents/guardians. If you share information about a child (e.g., for a consultation), you confirm you have the authority to do so as the child's parent/guardian or authorised caregiver.

Changes to this policy

We may update this Privacy Policy from time to time. The latest version will be posted on our site with the revised "Last updated" date.

Contact

Privacy questions or POPIA requests can be made to nurturebynaturelc@gmail.com