

Privacy Policy for OBIMMA Beauty Services

Last Updated: May 20, 2025

Welcome to OBIMMA Beauty Services ("OBIMMA," "we," "our," or "us"). We are committed to protecting your privacy and ensuring that your personal information is handled responsibly. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you use our mobile application, available on the Google Play Store.

By accessing or using our app, you agree to the terms of this Privacy Policy. If you do not agree with these terms, please discontinue using our app.

1. Information We Collect

a. Personal Information

- **Name and Profile Details:** To identify you as a user and personalize your experience
- **Email Address:** For communications about bookings, updates, and support
- **Phone Number:** For booking confirmations and reminders
- **Profile Photo:** When provided (via camera permission) to personalize your profile
- **Booking Details:** Selected services, appointment times, and any preferences related to your booking

b. Non-Personal Information

- **Device Information:** Such as device type, operating system, and unique device identifiers to ensure compatibility and performance
- **Usage Data:** Anonymous data about which features you use or pages you visit, helping us improve the app's functionality
- **Log Data:** Information automatically collected when you use the app.
- **c. Location Data**
- **Precise Location Data:** OBIMMA collects location data **only while you are using the app** to enable clients to track their beautician's arrival during home-service bookings. Your location data is not collected when the app is closed or in the background.
- **Location Controls:** You can enable or disable location sharing at any time through the Location Tracker toggle in the app.
- **Permission Management:** You will be explicitly asked for permission before we collect any location data.

2. How We Use Your Information

We collect information strictly to operate and enhance our app's functionality, including but not limited to:

- **Provide and Maintain Services:** Facilitating appointment bookings, scheduling, and related features
- **Communication:** Sending confirmations, reminders, or relevant updates regarding your bookings
- **Location Tracking for Service Providers:** For workers/beauticians who enable location tracking, sharing current location with salon owners and clients with active bookings to facilitate service coordination
- **Improve User Experience:** Personalizing your profile with your photo and preferences to enhance your overall app experience
- **Analytics and Performance:** Evaluating how users engage with our features to refine usability and develop improvements
- **Security:** Protecting our users and systems from unauthorized access, fraud, or other harmful activities

3. Data Sharing and Disclosure

We are committed to protecting your privacy and limiting data sharing:

- **No Sale of Data:** We do not sell, trade, or otherwise transfer any personal information to external parties for marketing purposes
- **Limited Sharing:**
 - For beauticians/workers who enable location tracking, their location data is only shared with salon owners and clients with active bookings
 - Location data is only shared during active tracking periods and is not stored historically beyond what's necessary for service provision
- **Service Providers:** We may use trusted providers (e.g., for secure data storage, payment processing, or system maintenance), but they are contractually bound to use the data solely for our app's operations and keep it confidential
- **Legal Compliance:** We may disclose information if required by law or to protect our rights, property, or users
- **Business Transfers:** If OBIMMA undergoes a merger, acquisition, or partial asset sale, user data may transfer as part of that process, and any new entity will uphold this Privacy Policy's commitments

4. Security of Your Information

We employ multiple safeguards to protect your data, including:

- **Encryption:** Data transmitted between your device and our servers is encrypted using industry-standard protocols

- **Access Controls:** Only authorized personnel can access personal data, and solely for fulfilling app-related tasks
- **Regular Audits:** Periodic checks and security assessments to prevent vulnerabilities
- **Data Minimization:** We only collect and retain information necessary for the operation of our services

Although we strive to protect your data, no system is 100% secure. Therefore, we cannot guarantee absolute security.

5. Your Rights and Choices

You have several rights regarding your personal information:

- **Access and Updates:** You can view and update your personal information within the app or by contacting us
- **Data Deletion:** You can request deletion of your account and associated data at any time. Once deleted, we remove your personal data unless retention is required by law
- **Communication Preferences:** You can opt out of promotional emails by following unsubscribe links or adjusting your notification settings in the app
- **Location Services:**
 - For workers/beauticians: You can enable or disable location tracking at any time using the Location Tracker toggle in the app
 - All users: You can manage location permissions through your device settings
 - Note that certain features may become unavailable if location services are turned off

6. Data Retention

- **Account Information:** We retain your account information for as long as your account remains active
- **Location Data:** For workers who enable location tracking, we only store current location data during active tracking periods and do not maintain extensive historical location records
- **Booking Information:** We retain booking information for legal, tax, and business purposes for a reasonable period after service completion
- **Inactive Accounts:** If your account becomes inactive, we may delete it after a reasonable period of inactivity

7. Children's Privacy

Our services are intended for users who are at least 16 years old. We do not knowingly collect personal data from children under 16. If we learn that such data has been collected inadvertently, we will promptly remove it.

8. International Data Transfers

Our services are intended for users in South Africa and outside South Africa. However, your information may be processed on servers located outside your country of residence. By using our services, you consent to the transfer of information to countries outside your country of residence, which may have different data protection rules.

9. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our operations, legal requirements, or best practices. We will notify you of significant changes by posting the updated Privacy Policy in the app and revising the "Last Updated" date above. We encourage you to review this Policy regularly to stay informed.

10. Your Responsibilities

As a user of OBIMMA, you are responsible for maintaining the confidentiality of your account credentials and for all activities that occur under your account. Please notify us immediately of any unauthorized use of your account or any other breach of security.

11. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

- **Email:** obimmainfo@gmail.com
- **Phone:** +276119797969
- **Address:** 54416 Dyakalashe Street

For Location Data Specific Inquiries: If you have specific questions about how we handle location data, please mention "Location Data Inquiry" in your communication.