# TapLife (Pty) Ltd: Privacy Policy

Covers our website, order form, TapLife Business, TapLife Medical and PawTap. Last updated: 19-10-2026

## 1. Who we are

TapLife (Pty) Ltd ("TapLife", "we", "us") is the "responsible party" under the Protection of Personal Information Act 4 of 2013 (POPIA) for personal information handled through our website, order form, TapLife Business tags, the TapLife Medical app and the PawTap app.

- Company: TapLife (Pty) Ltd, registration number 2026/407492/07
- Address: Peerboom Street, Doornpoort, South Africa
- Information Officer: Wikus Smith, wikus@taplife.co.za

This policy explains what we collect, why, who can see it, how long we keep it and what your rights are. By ordering a tag, creating an account or using our website or apps, you agree to this policy. If you do not agree, please do not use them.

## 2. What we collect

**When you order.** Your name, phone number, email address and delivery address, submitted through our online order form (Google Forms). Orders are paid by EFT, so we do not collect or store card details. Your bank shows us the payer name and reference.

**TapLife Medical app.** Your account details (email and password), plus the profile information you choose to enter yourself: medical conditions, allergies, medication, emergency contacts, medical aid details and a photo for identification. Health information is "special personal information" under POPIA, and we treat it with extra care.

**PawTap app.** Your account details (email and password), plus the information you enter about yourself and your pet: your name, phone number, address and your pet's details and a photo of your pet.

**TapLife Business.** Only the contact details and links you provide. Business profiles are hosted by unit.link, whose own privacy policy also applies.

**Website and app usage.** Cookies and analytics data about how our website and apps are used Google Analytics, and the date each tag is activated, which we use to run annual payments.

## 3. What other people can see when a tag is tapped

This is how the tags are designed to work, so please read it carefully.

- Your profile is not public until you choose to make it public. Press the publish button in the app when you are happy with what you have entered.
- Once public, anyone who taps your tag, or who has the tag's link, can see what you have made public without logging in. This is intentional, so that a first responder or the person who finds your pet can get help quickly.
- You decide what is visible. If you skip a field in the app, it will not appear.
- You can take your tag offline at any time by deactivating it with the same button in the app.
- Once someone has seen information, they could copy, screenshot or share it, and we cannot take it back from them. Only publish what you are comfortable with strangers seeing.

## 4. Why we use your information

- To process, make and deliver your order
- To create and run your account and show your profile the way you have told us to
- To administer annual activation and payment runs
- To contact you about your order, your tag or your account
- To keep our website and apps secure and working properly
- To meet our legal, tax and accounting obligations

We do not sell your information. We will not send you marketing unless you have agreed to it.

## 5. Our staff and your profile information

The information in TapLife Medical and PawTap profiles is entered and controlled by you. We do not view it or share it with TapLife staff as part of our normal business. The only exceptions are where access is technically necessary to keep the service running or secure, where you ask us for help, or where the law requires it.

## 6. Who we share information with

We only share what is needed, with:

- Couriers: your name, phone number and delivery address, to deliver your order
- Service providers who run our systems: Google (Google Forms and Firebase), Cloudinary (photo storage), Netlify (website hosting), unit.link (Business profiles) and Google Analytics
- Authorities or other parties, where the law requires it or to protect our legal rights

These providers may only use your information to provide their service to us, and each has its own privacy policy. Some tags are sold through schools, but schools do not receive your personal information from us.

## 7. Children

Tags may be bought for children. If a profile contains information about a child, it must be created and managed by a parent or legal guardian who has the right to give consent for that child. We do not knowingly allow children to open accounts. If you believe a child's information has been added without a parent's consent, contact us and we will remove it.

## 8. Storing information outside South Africa

Our providers, such as Google (Firebase), Cloudinary and Netlify, may store or process information on servers outside South Africa. We choose providers that protect information to a standard comparable to POPIA, and by using our services you agree to this.

## 9. Keeping your information safe

We take reasonable steps to protect your information, including password-protected accounts and encrypted connections. No system is completely secure, and we cannot guarantee absolute security. If a breach puts your information at risk, we will tell you and the Information Regulator as POPIA requires. Please keep your password private.

## 10. How long we keep it

- Order records (kept in Google Forms): 5 years, to meet tax and accounting requirements
- App accounts and profiles: for as long as your account is active. Deactivating a tag takes the profile offline but does not delete it.
- If you ask us to delete your account, we will delete your profile and photos within 30 days, except for anything we must keep by law.
- Annual activation: If payment is not made by required date, profile will be suspended, but not deleted, until such date as payment is received. Profile will only remain in suspended state for one year and then will become irrecoverable.

## 11. Your rights

You may ask us to tell you what information we hold about you, to correct it, to delete it, to stop using it, or you may withdraw your consent. Email wikus@taplife.co.za. We may need to confirm who you are first. You can also change or remove most profile information yourself in the app.

If you are unhappy with how we have handled your information, you may complain to the Information Regulator (South Africa): JD House, 27 Stiemens Street, Braamfontein, Johannesburg, 2001. Email: POPIAComplaints@inforegulator.org.za.

## 12. Cookies and analytics

We use cookies and Google analytics to understand how our website and apps are used and to keep them working properly. You can block cookies in your browser settings, but some features may not work as a result.

## 13. Links to other websites

Our website links to third-party services such as Google Forms, WhatsApp and unit.link. They have their own privacy policies, and we are not responsible for how they handle your information.

## 14. Changes to this policy

We may update this policy from time to time. The latest version is always on our website, with the date it was last updated at the top. Continuing to use our services after an update means you accept the changes.

## 15. Contact us

Wikus Smith, Information Officer TapLife (Pty) Ltd, Doornpoort, South Africa
wikus@taplife.co.za