

Uncover Cape Town

Privacy Policy

Effective date: 12 June 2025 · Last updated: 12 June 2026

1. Who We Are

Uncover Cape Town ("we", "our", "us") operates the website uncovercapetown.com, a digital insider's guide to Cape Town written by local contributors. We are based in Cape Town, South Africa.

For questions about this policy, contact us at: hello@uncovercapetown.com

2. What Information We Collect

2.1 Information you provide directly

- Email address — when you sign up for free updates or purchase the guide
- Payment information — processed securely by Stripe; we never store card details
- Name — optionally provided at checkout
- Communications — emails or messages you send us

2.2 Information collected automatically

- IP address and approximate location (country/city level)
- Browser type, device type, and operating system
- Pages visited, time spent, and referring URL
- Purchase and download history

We collect this via cookies and standard web analytics tools (see Section 5).

2.3 Information we do not collect

- We do not collect sensitive personal data (health, financial, political, or religious information)
- We do not knowingly collect data from children under 16
- We do not purchase or acquire data from third-party brokers

3. How We Use Your Information

We use the information we collect to:

- Deliver the guide and any updates you have purchased
- Send the free email dispatches you signed up for
- Process payments and issue refunds
- Respond to enquiries and provide customer support
- Improve the website and guide content

- Detect and prevent fraud or abuse
- Comply with our legal obligations

We do not: sell your personal data. We do not share it with advertisers or data brokers. We do not use it for automated profiling or AI training.

4. Legal Basis for Processing (GDPR)

If you are in the European Economic Area (EEA) or United Kingdom, our legal basis for processing your personal data is:

- Contract performance — to deliver the guide you purchased
- Legitimate interests — to improve our service and prevent fraud
- Consent — for marketing emails (you can withdraw at any time)
- Legal obligation — where required by applicable law

5. Cookies and Analytics

We use the following types of cookies:

Essential cookies — required for checkout and secure sessions. Cannot be disabled.

Analytics cookies — we use a privacy-respecting analytics tool to understand aggregate traffic (pages visited, sources, device types). No individual profiles are built. You can opt out via your browser's Do Not Track setting or by declining cookies when prompted.

No advertising or retargeting cookies — we do not run paid advertising and do not place any third-party tracking or retargeting cookies.

6. How We Share Your Information

We share your data only with the following service providers, strictly for the purposes described:

- Stripe — payment processing (subject to Stripe's own privacy policy)
- Email delivery provider — to send you purchased content and updates
- Hosting provider — to store and serve the website and guide

All service providers are contractually required to protect your data and are prohibited from using it for their own purposes.

7. International Transfers

We are based in South Africa. If you access our site from the EEA, UK, or elsewhere, your data may be transferred to and processed in South Africa or by service providers in other countries.

Where required, we ensure appropriate safeguards are in place (such as standard contractual clauses) in accordance with applicable data protection law.

8. Data Retention

We retain your personal data only for as long as necessary:

- Purchase records — 7 years (for tax and accounting purposes)
- Email subscriber list — until you unsubscribe or request deletion
- Support correspondence — 2 years
- Analytics data — 13 months in aggregate, anonymised form

9. Your Rights

Depending on your location, you may have the right to:

- Access the personal data we hold about you
- Correct inaccurate or incomplete data
- Request deletion of your data ('right to be forgotten')
- Restrict or object to certain processing
- Receive your data in a portable format
- Withdraw consent at any time (for marketing emails, via the unsubscribe link)

To exercise any of these rights, email us at hello@uncovercapetown.com. We will respond within 30 days.

10. Data Security

We use industry-standard security measures including HTTPS encryption for all data in transit and access controls on our systems. Payments are handled entirely by Stripe and we never handle or store card numbers.

No method of transmission over the internet is completely secure. We cannot guarantee absolute security but will notify you promptly in the event of a breach that affects your personal data.

11. South African POPIA Compliance

We comply with the Protection of Personal Information Act, 2013 (POPIA). Our Information Officer can be contacted at the email address listed in Section 1.

You have the right to submit a complaint to the Information Regulator of South Africa at infoereg.org.za if you believe we have not handled your personal data in accordance with POPIA.

12. Changes to This Policy

We may update this privacy policy from time to time. We will notify email subscribers of material changes. The effective date at the top of this document will always reflect the most recent version.

13. Contact

For any privacy-related questions or requests, contact us at hello@uncovercapetown.com.