



## **SMOOVE AFRICA LIMITED**

### **PRIVACY STATEMENT**

Last Updated: 20th May 2025

#### **Scope of this Privacy Statement**

- This Privacy Statement describes the types of personal information Smooove Africa Limited ("Smooove," "us," "we" or "our") collects through [www.smoooveafrica.com](http://www.smoooveafrica.com) or via email and how we collect, use, and disclose that information during the course of operating our business (the "Services"). This Privacy Statement does not govern our collection of personal information through any website or other means, other than through the Services. For the purposes of this Privacy Statement, "you" and "your" means you as the user of the Services.
- Please read this Privacy Statement carefully. By using, accessing or downloading the Services, you explicitly accept, without limitation or qualification, our practices surrounding the collection, use, and disclosure of personal information provided by you in the manner described in this Privacy Statement. If you do not agree with the terms of this Privacy Statement, please do not use, access or download the Services.

#### **The Information We Collect**

- Information You Give Us. You may be asked to provide information to us in order to use the Services.  
Our Services are designed to facilitate the buying and selling of pre-owned furniture. You provide information when you register for our Services; subscribe to the newsletter; arrange to provide an item to us; buy an item from us; arrange for a pick-up or delivery; answer a survey or questionnaire; or communicate with us in person, by phone or by email. This information includes:
  - Registration information. When you sign up for the Services, you are required to provide information such as your name, email address, home address, and telephone number, or, if you chose to connect via a third party social network, your login information for such a third party social network.
  - Transactional Information. Transaction information is information about the item you are selling or buying, your location (including your physical address), any description or pictures of the item you post, additional commentary or communication about the item, and certain metadata, such as the timestamp of such activity, telephone number, logistical information pertaining to the pick-up or delivery of furniture (such as whether you live in a multi-story building, whether the move will involve the use of stairs or an elevator, etc.), and payment card information.
  - Additional Information. Additional information that you provide to us, including through comments and feedback, emails, or answers to surveys or questionnaires that you may submit.
- Information from Third Party Services.
  - Social Networks. If you interact with us on social media, including on Instagram and Facebook, we collect information about those interactions. For example, if you choose to communicate with us through a social media account, we may be able to see your name, social network ID, list of friends and more.



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- Automated Information Collection. We collect certain information in connection with your use of the Services or engagement with us:
  - Log Information. When you access the Services, our servers automatically record information that your browser sends whenever you visit a website. These server logs may include information such as your web request, IP address, device and browser type, browser language, the date and time of your request, and one or more cookies (small text files containing a string of characters) that may uniquely identify your browser.
  - Links. The Services may include links in a format that enables us to keep track of whether these links have been followed by IP addresses. We use this information to improve the quality of our products and design.
  - Usage Information. When you visit or access the Services, we, our service providers, and our vendors may use technologies such as cookies, beacons, and scripts to receive information about how you navigate and use our Services. This information includes search engines used, the length of time spent on the Services, the pages you looked at on the Services, the URLs of other websites you visited before, the frequency of your visits to the Services, which links you click on, and searches on the site.
  - Device Information. We collect information about the device(s) you use you access our Services, including the internet protocol ("IP") address of your computer (or the proxy server you use to access the World Wide Web), your computer operating system and type of web browser you are using, email patterns, your mobile device type and manufacturer, mobile operating system, phone number, your language preferences, unique device identifiers, advertising identifiers, and the name of your ISP or mobile carrier.
  - Location Data. We receive approximate location data based on your IP address or mobile device, and, with your consent, information about your location from GPS-enabled devices.
  - Cookies. When you visit or access the Services, we may send one or more cookies (small text files containing a string of characters) and similar technologies, such as tracking pixels, to your computer that uniquely identifies your browser. We use cookies to improve the quality of the Services by storing user preferences and tracking user trends; to track website metrics and customise content to users; to provide users with customer support; and to target advertisements to users. Most web browsers accept cookies automatically but can be configured not to do so or to notify the user when a cookie is being sent. If you wish to disable cookies, refer to your browser help menu to learn how to disable cookies. To opt out of tracking by Google Analytics, click [here](#). Please note that if you disable cookies, you may not be able to use some customised features available through the Services.
  - Web Beacons. Web beacons (also known as "pixel tags" or "clear GIFs") are 1x1 single-pixel graphics that allow us to count the number of users who have visited or accessed the Services and to recognise users by accessing our cookies. We may employ web beacons to facilitate Services administration and navigation, to track the actions of users of the Services, to compile aggregate statistics about Services usage and response rates, and to provide an enhanced online experience for visitors to the Services. We may also include web beacons in HTML-formatted e-mail messages that we send to determine which e-mail messages were opened.



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#### **How We Use Your Information**

- Personal information collected through the Services is used by Smoove for purposes of:
  - Administering your account, processing payments for products and services purchased through the Services, arranging for the pick-up or delivery of the products and services purchased through the Services, and otherwise providing the products and services you select through the Services;
  - Responding to your questions and feedback;
  - Contacting you, whether by email, postal mail, or telephone with information about the Services, including communications regarding future products and services that we believe may be of interest to you;
  - For such purposes as you may authorise at the time you provide the information;
  - Auditing, research, and analysis to maintain, protect, and improve Services and our other services;
  - Ensuring the technical functions of our network;
  - Improving and customising the content and layout of the Services;
  - Creating a profile based on the information you have provided;
  - Tailoring advertisements to you;
  - Developing new products and services; or
  - Compiling personal information and other information collected through the Services on an aggregate basis.
- We may combine the information we collect through the Services with information we collect automatically or receive from other sources and use such combined information in accordance with this Privacy Statement. Your browsing activity may be tracked across different websites and different devices or apps. For example, we may attempt to match your browsing activity on your mobile device with your browsing activity on your laptop. To do this our technology partners may disclose data, such as your browsing patterns, geo-location and device identifiers, and will match the information of the browser and devices that appear to be used by the same person.
- We may also aggregate and/or de-identify information collected through our Services in such a way that the information cannot reasonably be linked to you or your device. We may use de-identified or aggregated data for any purpose, including for research and marketing purposes, and we may disclose such data to any third parties, including advertisers, promotional partners, sponsors, and others.

#### **How We Use Information We Collect**

- We use information we collect from and about you as described below:
  - In Connection with our Offerings. The Services involve the disclosure of personal information collected through the Services with (i) your Social Network if you choose to connect via your Social Network (including users of your Social Network who are not users of the Services), and (ii) as you otherwise provide your consent.
  - Social Network. If you first register for the Services via a Social Network (or at a later time by changing your privacy settings), you may choose whether your activities on the Services will be published on your Social Network and visible to other Social Network users, or if your activities will only be visible to you on your Social Network. If you choose to make your activities visible to other Social Network users, your



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activities may be published on your Social Network, including without limitation on your Social Network news feed, timeline, and profile (as applicable). Your Social Network's website is governed by its own Social Network's terms of use and privacy policy, including, without limitation, privacy, password, and account security policies. We do not exercise any control over your Social Network. If you chose to connect to our Services via a Social Network, you should consult your Social Network's privacy policy. We are not responsible for your Social Network's privacy practices, and we are not liable for your Social Network's misuse of personal information about you.

- **Subsidiaries and Affiliates.** We share personal information with our subsidiaries and affiliates for the purposes for which you provided the information or as reasonably necessary for our internal administrative and business purposes.
- **Third Party Service Providers.** We work with third party service providers in connection with our offerings. Such services include moving and logistics services, payment card processors, website hosting, marketing, website usage analytics, advertising, customer service, and monitoring and maintaining the Services. We disclose information to these third parties for the purpose of enabling them to provide these services.
- **As Required by Law.** We may disclose information collected through the Services if we are required to do so by law or pursuant to legal process, in response to a request from government officials or law enforcement authorities, or as necessary or appropriate in connection with an investigation of illegal activity.
- **Business Transfers.** We may disclose information collected through the Services to third parties who may or do acquire all or a portion of our business, whether such acquisition is by way of merger, consolidation, or purchase of all or a portion of our assets, or in connection with any bankruptcy or reorganisation proceeding brought by or against us.
- **Aggregated Information.** We may disclose to third parties certain pieces of aggregated, non-personal information, such as the number of people who visited or accessed the Services, the number of profiles created by users of the Services, survey and rating information and other feedback provided by users of the Services. Such information does not identify you individually.
- **With Your Consent.** If you consent to our disclosure of your information, we may disclose your information consistent with your consent.
- **Online Advertising.** Companies like Google may also use this data to provide us with analytic and demographic information about our users. Typically, the information we share is provided through cookies or similar tracking technologies. The only way to completely "opt out" of the collection of any information through cookies or other tracking technology is to actively manage the settings on your browser or mobile device. Please refer to your browser's or mobile device's technical information for instructions on how to delete and disable cookies, and other tracking/recording tools. To opt out of tracking by Google Analytics, click [here](#). (To learn more about cookies, clear gifs/web beacons and related technologies, you may wish to visit <http://www.allaboutcookies.org> and/or the Network Advertising Initiative's online resources, at <http://www.networkadvertising.org>). If you access our service on your mobile device, you may not be able to control tracking technologies through settings.

### **Online Advertising and Analytics**



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- We may allow third-party advertising technologies (e.g., ad networks and ad servers such as Google's ad services, and others) on our Services that use cookies and similar technologies to deliver relevant and targeted content and advertising to you on the Services and other websites you visit and applications you use. The ads may be based on various factors such as the content of the page you are visiting, information you provide, your searches, demographic data, and other information we collect about you. These ads may be based on your current activity or your activity over time and across other websites and online services and may be tailored to your interests.
- We sometimes also associate cookies with de-identified data linked to or derived from data you have submitted to us (e.g., your email address) and disclose such information to advertising partners and vendors in hashed, non-human-readable form to provide you with more relevant ads when you visit other websites and mobile applications.
- We may use third party web analytics services on this site, or our social network pages, such as Google Analytics. The providers that administer these services use technologies such as cookies, web server logs and web beacons to help us analyse how visitors use the site. The information collected through these means (including IP address) is disclosed to these providers, who use the information to evaluate use of the Site. The use of cookies or other tracking technologies that may be placed on devices you use to access our Services by these non-affiliated third parties is governed by the privacy policies of those third parties. If you are interested in more information about tailored browser advertising and how you can generally control cookies from being put on your devices to deliver tailored advertising, you may visit the [Network Advertising Initiative's Consumer Opt-Out link](#) or the [Digital Advertising Alliance's Consumer Opt-Out link](#) to opt out of receiving tailored advertising from companies that participate in those programs. To opt out of Google Analytics for display advertising or customise Google display network ads, visit the [Google Ads Settings page](#).
- For additional ways to opt out of targeted advertising activities under applicable law, see the "Your Rights and Choices" section below.
- Please note that these opt-outs apply per browser and per device, so you will have to opt out for each device—and each browser on each device—through which you access our Services. In addition, the opt-outs do not apply to advertisements in mobile applications.
- **Notice Concerning Do Not Track.** Do Not Track ("DNT") is a privacy preference that is available in certain web browsers. We are committed to providing you with meaningful choices about the information collected on our website for third party purposes, which is why we describe a variety of opt-out mechanisms above. However, we do not currently recognise or respond to browser-initiated DNT signals. Please note that Do Not Track is a different privacy mechanism than the user "preference signal" referenced in the "Your Rights and Choices" section below, which is a browser-based control that indicates whether you would like to opt out of processing of your information for certain purposes, such as the "sale" of your information or the disclosure of your information for targeted advertising purposes, under applicable laws.

### **Your Rights and Choices**

- **Information You Provide.** You can always choose whether or not to provide information on the Services. However, if you choose not to disclose certain information, this may limit your access to certain portions of the Services.



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- Communications From Us. If at any time you decide that you no longer wish to receive marketing communications from us, you may indicate this preference by unsubscribing from our mailing list or contacting us as provided below. Please note that it may take us some time, consistent with our legal obligations, to process your request. Even if you opt out from receiving marketing messages from us, you will continue to receive administrative messages from us, such as order confirmations, updates to our policies and practices, or other communications regarding our relationship or transactions with you.
- Jurisdiction-Based Rights. Depending on our jurisdiction, you may have the right to: make certain requests regarding your "personal information" or "personal data" and (as such terms are defined under applicable law, and collectively referred to herein as "personal information"). For example, you may have the right to ask us to:
  - Inform you about the categories of personal information we collect or disclose about you; the categories of sources of such information; the business or commercial purpose for collecting your personal information; and the categories of third parties with whom we disclose personal information.
  - Provide you access to and/or a copy of certain personal information we hold about you.
  - Correct or update personal information we hold about you.
  - Delete certain personal information we have about you.
  - Provide you with information about the financial incentives that we offer to you, if any.
  - Opt you out of the processing of your personal information for purposes of profiling in furtherance of decisions that produce legal or similarly significant effects, if applicable.

As provided in applicable law, you may also have the right to not be discriminated against for exercising your rights. Please note that certain information may be exempt from such requests under applicable law. For example, we need to retain certain information in order to provide our services to you. We also need to take reasonable steps to verify your identity before responding to a request, which may include, at a minimum, depending on the sensitivity of the information you are requesting and the type of request you are making, verifying your name and email address.

Depending on your jurisdiction, you may be permitted to designate an authorised agent to submit certain requests on your behalf. In order for an authorised agent to be verified, you must provide the authorised agent with signed, written permission to make such requests or a power of attorney. We may also follow up with you to verify your identity before processing the authorised agent's request.

If you would like further information regarding your legal rights or would like to exercise any of them, you may contact us as stated in the "How to Contact Us" section below.

Depending on applicable law, you may have the right to appeal our decision to deny your request, if applicable. If we deny your request, we will provide you with information on how to appeal the decision, if applicable, in our communications with you. To exercise such an appeal right, you may contact us as stated in the "How to Contact Us" section below.

### Information Storage and Security

We employ reasonable security precautions to protect the information we collect from and about you, but despite our reasonable efforts, no security measures are perfect or impenetrable and we cannot guarantee "perfect security." Please further note that any information you send to us electronically, while using the Services or otherwise interacting with us, may not be secure while in transit. We recommend that you help us keep your information safe by taking reasonable steps such as keeping your passwords private, changing them from time to time, and not disclosing personal data in places that can be accessed publicly.



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#### **External Links**

The Services may contain links to various websites that we do not control. When you click on one of these links, you will no longer be transacting business through the Services. Third-party websites maintain their own privacy policies, and we do not exercise any control over any of the third-party websites that may be linked to the Services. If you visit a website that is linked to the Services, you should consult that website's privacy policy before providing any personal information. Please be aware that we are not responsible for the privacy practices of such other websites, and we are not liable for their misuse of personal information about you.

#### **Children's Privacy**

The Services are not directed for children under eighteen (18) years of age and we do not knowingly collect or maintain personal information from children under the age of 18. If we nevertheless discover that we have received personally identifiable information in violation of applicable law, we will promptly take steps to delete such information. If you believe that we may have personal information from a person under 18, please contact us as set forth in the "How to Contact Us" section below.

#### **Updates to this Privacy Statement**

We may change or update the Services or any of our policies and procedures without prior notice. If we make material changes to the way in which we will process your information, we will post a notice on the Services, update the "Last Updated" date at the top of this Privacy Statement and take any other steps required by applicable law.

#### **How to Contact Us**

You may contact us regarding this Agreement at +254 (0) 768 470377 or by e-mail at [info@smooveafrica.com](mailto:info@smooveafrica.com).