

Privacy Policy and Terms and Conditions for UrbanFlow Creatives

Privacy Policy

Introduction and Scope

This Privacy Policy ("Policy") explains how UrbanFlow Creatives ("we," "us," "our") collects, uses, discloses, and safeguards your personal information when you visit our website at <https://urbanflowcreatives.com> or engage our marketing services. This Policy has been developed in compliance with the Protection of Personal Information Act (POPIA) of South Africa.

Information We Collect

Personal Information

We may collect the following personal information:

- Contact details (name, email address, phone number, physical address)
- Business information (company name, position, industry)
- Payment information
- Marketing preferences
- Communication history with our team
- Website usage data and analytics

Collection Methods

We collect personal information through:

- Direct interactions when you contact us or fill forms on our website
- Automated technologies including cookies, server logs, and analytics tools

- Third-party service providers (with your consent)

Purpose of Collection

We collect your personal information for the following purposes:

- Providing our marketing services
- Communicating with you about our services
- Processing payment transactions
- Sending marketing communications (with your consent)
- Improving our website and services
- Complying with legal obligations

Lawful Basis for Processing

We will only process your personal information when we have a lawful basis to do so under POPIA, including:

- Your consent
- Performance of a contract with you
- Compliance with legal obligations
- Protection of your legitimate interests
- Pursuit of our legitimate interests, provided your rights are not overridden

Direct Marketing

We follow POPIA guidelines for direct marketing:

- We will only send electronic direct marketing communications with your prior consent, except where you are an existing client with specific conditions met⁵
- You can opt out of receiving direct marketing communications at any time

- Each marketing communication will include an opt-out mechanism

Cookie Policy

Our website uses cookies and similar technologies to enhance your browsing experience. Cookies may collect personal information and are therefore subject to POPIA requirements⁶.

Types of Cookies We Use

- Essential cookies: Required for website functionality
- Analytics cookies: Help us understand how visitors interact with our website
- Marketing cookies: Used to track visitors across websites for marketing purposes

You have the right to accept or decline cookies. Most web browsers automatically accept cookies, but you can modify your browser settings to decline them if you prefer.

Data Security

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, loss, damage, or disclosure⁸. These measures include:

- Data encryption
- Access controls
- Regular security assessments
- Staff training on data protection

Third-Party Sharing

We will not sell, share, or rent your personal information to any third party without your consent except where required by law¹⁹. When we share information with service providers, they are bound by confidentiality and data protection obligations.

Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, including legal, accounting, or reporting requirements²⁰.

Your Rights Under POPIA

Under POPIA, you have the right to:

- Access your personal information
- Correct inaccurate personal information
- Request deletion of your personal information
- Object to processing of your personal information
- Withdraw consent previously given
- Submit a complaint to the Information Regulator

To exercise these rights, please contact us using the details provided below.

Contact Information

For any privacy-related inquiries, please contact:

Privacy Officer: Nduku Manana
Email: [privacy@urbanflowcreatives.com]
Address: [Physical address of UrbanFlow Creatives]

Updates to This Policy

We may update this Privacy Policy periodically. The latest version will be posted on our website with the effective date.

Terms and Conditions

Introduction

These Terms and Conditions ("Agreement") govern the relationship between UrbanFlow Creatives ("Agency," "we," "us," "our") and clients ("Client," "you," "your") engaging our services. By using our website or services, you agree to be bound by these terms⁹.

Services Offered

UrbanFlow Creatives offers marketing services including but not limited to:

- Cultural intelligence analysis
- Marketing strategy development
- Campaign implementation
- Multi-channel campaign rollout
- Content creation and narrative engineering
- Performance reporting and optimisation

Specific services will be outlined in a separate Service Level Agreement (SLA) or project scope document.

Service Packages

We offer several service packages as outlined on our website:

- Basic Package: Business audit, audit report, improvement program, and implementation plan
- Premium Package: Marketing strategy, one-month implementation, optimisation process, and reporting
- Ultra Package: Custom package with full bespoke marketing strategy, three-month implementation, continuous optimization, and monthly reporting

Payment Terms

Pricing

- Prices for our services are listed in South African Rand (ZAR) on our website or in your custom proposal
- We reserve the right to modify our pricing with notice

Invoicing and Payment

- Invoices will be issued according to the payment schedule in your agreement

- Payment is due within 15 working days of invoice date unless otherwise specified
- Late payments may incur additional charges

Intellectual Property Rights

Client Content

You retain ownership of all content provided to us. You grant us a non-exclusive, royalty-free license to use, modify, and reproduce your content solely for providing our agreed services.

Agency Content

We retain ownership of all intellectual property rights in materials we create, except where explicitly transferred in writing. Upon full payment, you receive a license to use the deliverables for the purposes outlined in our agreement.

Confidentiality

Both parties agree to maintain the confidentiality of proprietary information shared during our business relationship, including business strategies, marketing plans, customer data, and other confidential information. This obligation extends beyond the termination of our agreement.

Limitation of Liability

Our total liability under this Agreement shall not exceed the total amount paid by you for services. We shall not be liable for any indirect, incidental, special, consequential, or punitive damages, or loss of profits or revenue.

Client Responsibilities

You agree to:

- Provide timely and accurate information necessary for us to perform services
- Review and approve deliverables within agreed timeframes
- Use our deliverables in accordance with applicable laws
- Pay for services as agreed

Term and Termination

This Agreement remains in effect until completion of services or termination by either party. Either party may terminate with written notice if:

- The other party breaches this Agreement and fails to remedy the breach within 14 days
- Either party becomes insolvent or enters bankruptcy proceedings

Force Majeure

Neither party shall be liable for delays caused by events outside their reasonable control, including natural disasters, government actions, or widespread internet disruptions.

Governing Law and Jurisdiction

This Agreement shall be governed by and construed in accordance with the laws of the Republic of South Africa. Any disputes shall be subject to the exclusive jurisdiction of the South African courts.

Amendments

We reserve the right to modify these Terms and Conditions at any time. Changes will be posted on our website and will be effective immediately upon posting.

Contact Information

For any questions regarding these Terms and Conditions, please contact:

UrbanFlow Creatives
Email: [\[info@urbanflowcreatives.com\]](mailto:info@urbanflowcreatives.com)
Website: <https://urbanflowcreatives.com>