BRENDMO

Privacy Policy

Version 0.1.0-draft | Effective 2026-10-12 | Draft for legal review

How Brendmo collects, uses and protects personal information in Brendmo PMS and on this website, and your rights under POPIA.

1. Who we are and our roles

Brendmo ("Brendmo", "we") provides Brendmo PMS. Under the Protection of Personal Information Act 4 of 2013 (POPIA) we are the responsible party for personal information about visitors to this website, prospective customers and the administrators and users of our customers' accounts that we hold for our own purposes (for example billing and account management).

When a customer puts personal information about its employees into the Service (for example names, job titles, KPIs, ratings and comments), the customer is the responsible party and Brendmo is its operator. We process that information only on the customer's instructions, as set out in our Data Processing Agreement.

2. Information we collect

- Account information: name, work email address, job title, role, company name and domain, billing and contact details, and sign-in credentials (stored in hashed form).
- Customer content: employee and user records, KPIs, targets, achievement figures, ratings, review comments, development notes and attachments that customers and their users enter.
- Billing information: plan, invoices and payment status. Card details are handled by our payment provider and are not stored by us.
- Usage and technical information: pages and features used, device and browser type, IP address and log data, used to run, secure and improve the Service.
- Communications: messages you send us, and your newsletter subscription (your email address) if you subscribe.

3. Why we use personal information

- To provide and support the Service, create accounts and process payments.
- To keep the Service secure and prevent fraud and abuse.
- To communicate about your account, the Service and, where you have agreed or the law allows, about our products and news.
- To meet legal, tax and accounting obligations and to establish or defend legal claims.
- To improve the Service, using aggregated or de-identified information where possible.

4. Lawful grounds

We process personal information where it is necessary to carry out a contract, where the law requires it, where it is in our or a third party's legitimate interest and does not unreasonably affect your privacy, or with your consent. We send marketing by electronic communication, including our newsletter, only to people who have opted in or are existing customers who were given a chance to opt out, as POPIA section 69 requires. You can unsubscribe at any time using the link in any message or by emailing us.

5. Sharing and operators

We do not sell personal information. We share it with service providers who process it for us under written agreements, such as cloud hosting and web delivery, file storage, email delivery and payment processing, and with professional advisers, auditors or authorities where the law requires. Our providers may process information in South Africa or in other countries.

6. Transfers outside South Africa

Where personal information is sent outside South Africa we rely on the safeguards POPIA section 72 allows, such as a law or binding agreement that gives the recipient obligations equivalent to POPIA, or your consent where needed.

7. Retention

We keep personal information for as long as an account is active and for a limited period afterwards for legal, accounting, security and dispute purposes. Customer content is returned or deleted at the end of the subscription as set out in our Terms of Service and Data Processing Agreement.

8. Security

We take reasonable technical and organisational measures to protect personal information against loss, damage and unauthorised access, as POPIA sections 19 to 21 require. If we have reasonable grounds to believe personal information has been accessed or acquired by an unauthorised person we will notify the Information Regulator and the affected parties as POPIA section 22 requires.

9. Your rights

- Ask whether we hold personal information about you, and ask for a copy.
- Ask us to correct or delete personal information that is inaccurate, irrelevant, excessive or unlawfully held.
- Object to processing, or withdraw consent you previously gave.
- Complain to the Information Regulator (South Africa): inforegulator.org.za.

10. Employees of our customers

If you are an employee of an organisation that uses the Service, your employer controls how your performance information is used. Please contact your employer's HR or administrator for requests about that information. We will pass on any request we receive for it.

11. Changes to this Policy

We will change the version and effective date at the top of this Policy when it changes and give direct notice of material changes where the law requires it.

12. Contact

For privacy questions or to use your rights, email help@brendmo.com or write to Tybalt Place, Howick Cl, Vorna Valley, Midrand, 1686, South Africa. Our Information Officer's details are available on request at the same address. [To be completed by Brendmo: registered company name, registration number and Information Officer registration.]