

MOUNTAIN FALLS®

WEBSITE PRIVACY POLICY & COOKIE POLICY

Mountain Falls Estate (Pty) Limited
www.mountainfalls.co.za

In terms of the Protection of Personal Information Act 4 of 2013 (POPIA)

PART A WEBSITE PRIVACY POLICY

1. INTRODUCTION

Mountain Falls Estate (Pty) Limited ('Mountain Falls', 'we', 'us' or 'our') is committed to protecting your privacy and handling your personal information responsibly, transparently and in accordance with the Protection of Personal Information Act 4 of 2013 ('POPIA').

This Privacy Policy applies to all personal information collected through our website at www.mountainfalls.co.za (the 'Website'), including any purchases made through the Website, enquiries submitted via contact forms, newsletter sign-ups and any other interaction with us through the Website.

Please read this Policy carefully. By using our Website, you acknowledge that you have read and understood this Policy. If you do not agree with any part of this Policy, please do not use the Website.

2. WHO WE ARE

The responsible party for your personal information collected through this Website is:

Company:	Mountain Falls Estate (Pty) Limited
Registration No:	2014/025932/07
Website:	www.mountainfalls.co.za
Email:	info@mountainfalls.co.za
Information Officer:	Justine Wyatt
IO Email:	info@mountainfalls.co.za
Regulator Reg No:	2026-024159

3. WHAT PERSONAL INFORMATION WE COLLECT

We collect personal information from you in the following ways and contexts:

3.1 When you place an order

When you purchase products through our Website, we collect the following information which is necessary to process and fulfil your order:

- Full name
- Delivery address and billing address
- Email address and telephone number
- Payment information — processed securely via Shopify Payments; we do not store your full card details
- Order history and transaction records

3.2 When you create an account

If you register for an account on our Website, we collect your name, email address and a password (stored in encrypted form). You may also save delivery addresses to your account.

3.3 When you contact us

When you submit an enquiry, send an email, or use any contact form on the Website, we collect your name, email address and any other information you choose to provide in your message.

3.4 When you sign up for marketing communications

If you subscribe to our newsletter or opt in to receive marketing emails, we collect your name and email address. You may opt out at any time.

3.5 When you browse the Website

When you visit our Website, certain technical information is automatically collected, including:

- Your IP address
- Browser type and version
- Device type and operating system
- Pages visited and time spent on pages
- Referring website or search terms
- Date and time of visit

This information is collected through cookies and similar tracking technologies. Please refer to Part B (Cookie Policy) below for full details.

4. WHY WE COLLECT YOUR PERSONAL INFORMATION

We only collect and use your personal information for the specific purposes set out below. We will not use your information for any purpose incompatible with the reason it was collected.

Purpose	Personal Information Used	Lawful Basis
To process and fulfil your order, arrange delivery via RM Logistics, and send order confirmations and updates	Name, address, contact details, payment information, order details	Performance of a contract with you
To process your payment securely through Shopify Payments	Payment card details, billing address	Performance of a contract; legal obligation
To manage your online account and enable account login	Name, email address, saved addresses	Performance of a contract with you
To respond to your enquiries, comments or complaints	Name, email, message content	Legitimate interest (responding to customer contact)
To send you marketing emails and newsletters about our products and offers (only where you have opted in)	Name, email address	Your consent (opt-in)
To improve our Website and understand how visitors use it, using analytics tools	IP address, browsing behaviour, device data	Legitimate interest / consent (for non-essential cookies)
To comply with our legal and tax obligations	Name, address, transaction records	Legal obligation
To protect our rights, investigate fraud or enforce our terms	Relevant account or transaction data	Legitimate interest; legal obligation

Providing your personal information for the purpose of placing an order is necessary for us to perform the contract with you. If you do not provide the required information, we will be unable to process your order or deliver your products.

5. WHO WE SHARE YOUR INFORMATION WITH

We do not sell your personal information to any third party. We may share your information with the following categories of third parties, strictly to the extent necessary for the stated purpose:

Third Party	Role	Information Shared
Shopify	E-commerce platform and payment processing; processes orders and payment data on our behalf	Order details, payment information, customer account data
RM Logistics	Delivery and distribution partner; receives delivery details to fulfil your order	Name, delivery address, contact details
Xero	Cloud accounting software; processes financial and transaction records	Transaction and billing details
Google Analytics	Website analytics; analyses aggregated, anonymised browsing data to help us improve the Website	IP address, browsing behaviour (anonymised)

All third parties who process personal information on our behalf are required to handle it securely and in accordance with POPIA. We do not permit them to use your information for their own purposes beyond what is necessary to provide their services to us.

We may also disclose your personal information where required to do so by law, court order, or the lawful instructions of a competent authority.

6. TRANSFER OF PERSONAL INFORMATION OUTSIDE SOUTH AFRICA

Some of the third-party service providers we use store or process data on servers located outside South Africa, including:

- Shopify — servers located in Canada and the United States
- Google Analytics — servers operated by Google LLC, located in the United States

In each case, we rely on the data protection frameworks, standard contractual commitments and international data transfer mechanisms of these providers to ensure that your personal information is afforded a level of protection consistent with POPIA.

7. HOW LONG WE KEEP YOUR PERSONAL INFORMATION

We will retain your personal information only for as long as is necessary for the purpose for which it was collected, or as required by applicable law.

Category	Retention Period
Order records and transaction history	5 years from date of transaction (tax and legal obligations)
Customer account data	For the duration of your account, plus 2 years after account closure
Marketing consent records	Until you withdraw consent, plus a reasonable period thereafter for record-keeping
Contact and enquiry records	2 years from the date of the enquiry
Website analytics data	Anonymised; retained as per Google Analytics data retention settings (default: 14 months)

Once your personal information is no longer required, we will securely delete or de-identify it.

8. YOUR RIGHTS UNDER POPIA

As a data subject, you have the following rights under POPIA:

- Right of Access — you may request confirmation of whether we hold personal information about you and request a copy of that information, free of charge.
- Right to Correction — you may request that we correct or update any personal information about you that is inaccurate, incomplete or out of date.
- Right to Deletion — you may request that we delete your personal information where we are no longer legally entitled to retain it.
- Right to Object — you may object to the processing of your personal information on reasonable grounds. You have the right to object to direct marketing at any time, without giving reasons.
- Right to Withdraw Consent — where we process your personal information on the basis of your consent (for example, for marketing emails), you may withdraw that consent at any time. Withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal.
- Right to Lodge a Complaint — you may lodge a complaint with the Information Regulator of South Africa if you believe your rights under POPIA have been infringed.

To exercise any of the above rights, please contact our Information Officer using the details in Section 10 below. We will respond to your request within 30 days.

To opt out of marketing emails, you may click the 'Unsubscribe' link in any marketing email we send you, or contact us directly. We will action your request without delay.

9. HOW WE PROTECT YOUR INFORMATION

We take appropriate technical and organisational measures to protect your personal information against loss, theft, unauthorised access, disclosure, alteration or destruction. Our Website uses SSL/TLS encryption (indicated by 'https://' in your browser) to protect data transmitted between your device and our servers. Payment information is processed through Shopify's secure, PCI DSS-compliant payment infrastructure and is not stored on our servers.

While we take reasonable precautions, no system is entirely secure. If you suspect that your personal information has been compromised in connection with our Website, please contact us immediately.

10. CONTACT US

If you have any questions about this Privacy Policy, wish to exercise any of your rights, or wish to lodge a complaint, please contact our Information Officer:

Information Officer:	Justine Wyatt
Email:	info@mountainfalls.co.za
Website:	www.mountainfalls.co.za

11. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, technology or applicable law. The current version will always be available on our Website. We encourage you to review this Policy periodically. The date at the top of this Policy indicates when it was last updated.

PART B

COOKIE POLICY

1. WHAT ARE COOKIES

Cookies are small text files that are placed on your device (computer, smartphone or tablet) when you visit a website. They are widely used to make websites work more efficiently, to remember your preferences, and to provide information to the operators of the website about how it is being used.

Cookies do not contain viruses or malware and cannot access other data on your device. They can be read only by the website that placed them, or by authorised third-party services associated with that website.

2. HOW WE USE COOKIES

Our Website at www.mountainfalls.co.za uses cookies to:

- Enable core e-commerce functionality (shopping cart, checkout, account login);
- Remember your preferences and settings;
- Analyse how visitors use our Website so we can improve it; and
- Deliver relevant marketing content (only where you have consented).

Under POPIA, cookies that collect personal information (including online identifiers such as IP addresses and unique cookie IDs) are subject to the Act's requirements. We will not place non-essential cookies on your device without your prior consent.

3. TYPES OF COOKIES WE USE

Category	Consent Required	Examples	Purpose
Essential / Strictly Necessary	No — essential cookies may be set without consent	Shopify session cookies, cart cookies, checkout security tokens	Required for the Website to function. Without these cookies, you cannot browse our Website, add products to your cart or complete a purchase.
Functional / Preference	Yes — consent required	Language preference, currency preference, remembered login details	Remember choices you have made on the Website so that we can personalise your experience on return visits.
Analytics / Statistics	Yes — consent required	Google Analytics (_ga, _gid, _gat)	Help us understand how visitors interact with the Website — which pages are visited, how long visitors stay, and how they arrive at the Website. The data is aggregated and anonymised where possible.
Marketing / Targeting	Yes — consent required	Facebook Pixel, Meta cookies, Instagram tracking (if enabled)	Used to deliver advertisements and content relevant to your interests. These cookies track your visit to our Website and may share this data with advertising platforms.

4. THIRD-PARTY COOKIES

Some cookies on our Website are set by third parties whose services we use. We do not control these third-party cookies. The main third-party cookie providers associated with our Website are:

Provider	Cookie Category	Privacy Policy
Google (Analytics)	Analytics / Statistics	policies.google.com/privacy
Shopify	Essential / Functional	www.shopify.com/legal/privacy

Each of these providers operates under their own privacy and cookie policies, which are independent of this Policy. We encourage you to review their policies for further information.

5. YOUR CONSENT AND HOW TO MANAGE COOKIES

When you first visit our Website, a cookie consent banner will be displayed. You may choose to:

- Accept all cookies — including essential, functional, analytics and marketing cookies;
- Accept only essential cookies — rejecting all non-essential cookies; or
- Customise your preferences — choosing which categories of cookies to accept.

Your consent is recorded and applied to your browsing session. You may withdraw or change your consent at any time by clicking the 'Cookie Preferences' or 'Manage Cookies' link in the footer of our Website. Withdrawing consent will not affect any processing that has already taken place based on your earlier consent.

Please note: essential cookies cannot be disabled as they are required for the Website to function. Pre-ticked consent boxes are not used on our Website — your consent for non-essential cookies is always opt-in.

6. MANAGING COOKIES IN YOUR BROWSER

You can also manage cookies directly through your web browser settings. Most browsers allow you to view, block or delete cookies. Please note that blocking all cookies may affect the functionality of our Website, including your ability to add items to your cart or complete a checkout.

For guidance on managing cookies in your browser, please refer to the help section of your browser:

- Google Chrome: Settings > Privacy and Security > Cookies
- Safari: Preferences > Privacy
- Mozilla Firefox: Options > Privacy & Security
- Microsoft Edge: Settings > Cookies and Site Permissions

7. WEBSITE ANALYTICS

We use Google Analytics to understand how visitors use our Website. Google Analytics places cookies on your device to collect information about your browsing behaviour, including pages visited, time spent on the Website and how you arrived at the Website. This data is aggregated and used to generate reports about Website usage.

Google Analytics data is transmitted to and stored on Google's servers, which may be located outside South Africa. You may opt out of Google Analytics tracking by:

- Declining analytics cookies via our cookie consent banner; or
- Installing the Google Analytics opt-out browser add-on, available at tools.google.com/dlpage/gaoptout.

We have enabled IP anonymisation in our Google Analytics configuration, which means your full IP address is not stored by Google.

8. SOCIAL MEDIA FEATURES

Our Website may include social media features and links (such as Instagram and Facebook). These features may collect your IP address and the pages you visit on our Website, and may set a cookie to enable the feature to function properly. Social media features are either hosted by a third party or hosted directly on our Website. Your interactions with these features are governed by the privacy policies of the companies providing them.

9. CHANGES TO THIS COOKIE POLICY

We may update this Cookie Policy from time to time as our use of cookies changes or as required by law. The current version will always be available on our Website. We encourage you to review this Policy periodically.

10. CONTACT US

If you have any questions about our use of cookies or this Cookie Policy, please contact our Information Officer:

Information Officer:	Justine Wyatt
Email:	info@mountainfalls.co.za
Website:	www.mountainfalls.co.za

Last Updated: June 2026