FurSure Privacy Policy

Last Updated: 24/11/2025

Contact Email: nathan@fursurepets.co.za
Contact Number: +27 76 910 7409
Legal Entity: FurSure (Pty) Ltd, operating under RDA Financial Services ©, an Authorised Financial Services Provider (FSP 7405)

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1. Introduction

FurSure respects your privacy and is committed to protecting your personal information. This privacy policy outlines how we collect, use, store, and protect your data in compliance with the Protection of Personal Information Act (POPIA) and other relevant South African laws.

By using our website or services, you agree to the terms of this privacy policy.

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2. What Personal Information We Collect

We may collect and process the following information:

- Full name
- Contact details (email, phone number)
- Identity or registration number
- Address or location data
- Pet-related data (for insurance purposes)
- Payment or billing details (if applicable)
- Employment-related information (if provided by a corporate partner)

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3. How We Collect Your Information

Information is collected through:

- Website forms
- Email communications
- WhatsApp or mobile channels
- Enrolment via employer-provided access
- Social media interactions
- Events or competitions you enter

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4. How We Use Your Personal Information

We use your information for the following purposes:

- To provide and manage pet insurance or related services
- To communicate product updates and policy details
- To process applications, claims, and customer support requests
- For internal analytics and service improvement
- To comply with legal and regulatory obligations
- To send marketing and promotional communications (you may opt out at any time)

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5. Disclosure of Information

We do not sell or rent your information. However, we may share your data with:

- Our underwriter (P.UMA), and RDA Financial Services
- Partner service providers (e.g. vet networks, wellness platforms)
- Legal or regulatory authorities when required

We ensure all third parties comply with strict data protection requirements.

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6. Data Storage and Security

We implement appropriate technical and organisational security measures to protect your personal data from loss, misuse, unauthorised access, disclosure, or alteration.

Personal information is stored securely, either electronically or in protected physical environments. Where data is stored in the cloud, it is protected by encryption and access control.

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7. Your Rights Under POPIA

You have the right to:

- Request access to your personal data
- Correct or update your information
- Object to the processing of your data
- Withdraw consent for marketing communications
- Lodge a complaint with the Information Regulator

To exercise these rights, contact us at nathan@fursurepets.co.za.

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8. Retention of Information

We retain your personal information only for as long as necessary to fulfill the purpose it was collected for, or as required by law, whichever is longer.

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9. Cookies and Tracking

Our website may use cookies to improve user experience and collect non-personal analytics. You may manage cookie preferences through your browser settings.

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10. Third-Party Links

Our website may link to third-party websites. We are not responsible for the privacy practices or content of these sites.

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11. Policy Updates

This privacy policy may be updated from time to time. Any updates will be posted on this page with the date of revision.

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12. Contact Us

For any privacy-related inquiries or requests:

Email: nathan@fursurepets.co.za
Phone: +27 76 910 7409
Subject Line: Privacy Query

Information Regulator (South Africa):
Email: complaints.IR@justice.gov.za
Website: https://www.justice.gov.za/inforeg/