



PRIVACY POLICY

YOUR INFORMATION. OUR RESPONSIBILITY.

Last updated: 23 September 2026

At Sondeza, we respect your privacy and recognise the importance of protecting your personal information. Whether you purchase our products, enquire about becoming a stockist, join our community or explore the Sondeza Journal, we want you to understand what information we collect, why we need it and how it is handled.

This Privacy Policy explains how Sondeza collects, uses, stores and shares personal information in accordance with applicable South African law, including the Protection of Personal Information Act, 2013 (POPIA).

1. WHO WE ARE

Sondeza is a South African men's lifestyle and wellness brand.

For the purposes of this Privacy Policy, "Sondeza", "we", "us" and "our" refer to Sondeza.

Privacy enquiries: info@sondezasa.co.za

Sondeza is responsible for determining how and why personal information is processed in connection with its website and business activities.

2. INFORMATION WE COLLECT

The information we collect depends on how you interact with Sondeza.

When you place an order, we may collect your name, contact details, billing and delivery addresses, order details, payment confirmation and communications relating to your purchase.

When you contact us, we may collect your name, email address, telephone number and the information you provide in your enquiry.

When you apply to become a stockist, we may collect your name, business name, business contact details, store locations, business registration information and other details relevant to assessing your application.

When you create a member account or subscribe to updates, we may collect your name, email address, account details and communication preferences.

When you use our website, certain technical information may be collected, such as your IP address, browser type, device information, pages visited and interactions with website features. This may involve cookies or similar technologies.

Please provide only the information necessary for your enquiry. If you have a question about whether a Sondeza product is suitable for you, we recommend speaking to a qualified healthcare professional rather than submitting detailed medical information through our general website forms.

3. HOW WE USE YOUR INFORMATION

We process personal information for purposes connected to operating Sondeza and providing our products and services.

These purposes may include:

- Processing orders, payments and refunds.
- Arranging shipping and delivery.
- Responding to customer enquiries and providing support.
- Assessing stockist applications and managing business relationships.
- Creating and administering member accounts.
- Sending newsletters, product updates and promotional communications where permitted.
- Maintaining website functionality, security and performance.
- Understanding how visitors use our website so we can improve their experience.
- Meeting our legal, tax, accounting and regulatory obligations.
- Investigating suspected fraud, misuse or security incidents.

We will not use your personal information for a purpose that is incompatible with the reason it was collected, unless permitted or required by law.

4. OUR LEGAL BASIS FOR PROCESSING INFORMATION

Sondeza processes personal information only where there is a lawful reason to do so.

Depending on the circumstances, this may be necessary to fulfil an order or agreement with you, comply with a legal obligation, pursue a legitimate business interest permitted by law, or act with your consent.

Where we rely on consent, you may withdraw it, subject to any lawful basis we may have for retaining or continuing to process certain information.

5. PRODUCT PURCHASES & CUSTOMER DISCRETION

We understand that purchasing intimate wellness products is a personal decision.

Order information is used to process your purchase, arrange delivery, provide customer support and meet applicable record-keeping requirements.

We aim to limit access to customer and order information to people who need it to perform their duties. We also aim to share only the information necessary for a delivery or other authorised service.

Although we take privacy seriously, we cannot guarantee absolute confidentiality where information must be disclosed to fulfil an order or comply with the law.

6. SHIPPING & DELIVERY INFORMATION

Sondeza delivers orders through local representatives or delivery partners, depending on the delivery arrangements and location.

To complete your delivery, we may share necessary information with the relevant representative or courier, including your name, contact number, delivery address and delivery instructions. Delivery partners may process this information to arrange delivery, provide delivery updates and confirm receipt of your order.

We expect service providers handling personal information on our behalf to protect it appropriately and use it only for authorised purposes.

7. PAYMENTS

When you purchase products through our website, payment information may be processed by a third-party payment service provider.

The information available to Sondeza will depend on the payment method and provider used. We may receive transaction confirmations and information necessary to manage your order, resolve payment enquiries and maintain financial records.

Payment providers may handle information under their own privacy policies and security procedures.

Please verify the payment providers used by your website before publishing this section.

8. STOCKIST & BUSINESS APPLICATIONS

When you apply to become a Sondeza stockist, we use the information you provide to assess your business, communicate with you and discuss potential partnership arrangements.

Application information may include details about your business, its locations, purchasing requirements, distribution capabilities and the person authorised to represent it.

We may retain relevant application information to manage an existing business relationship or respond to future enquiries, where lawful and appropriate.

Submitting an application does not automatically enrol you in consumer marketing communications.

9. MEMBERSHIP, NEWSLETTERS & MARKETING

If you sign up for Sondeza updates, we may use your contact information to send you the communications you have requested.

These may include Sondeza Journal content, brand news, product launches, promotional offers and invitations.

We will send direct marketing only where permitted by applicable law. Where consent is required, we will obtain it.

You can unsubscribe from marketing emails using the unsubscribe option included in the message or by contacting us.

Unsubscribing from marketing does not prevent us from sending necessary communications about your orders, account or an existing business relationship.

10. COOKIES & WEBSITE ANALYTICS

Our website may use cookies and similar technologies to support essential website functions, remember preferences, maintain security and understand website usage.

Some cookies may be necessary for features such as shopping carts, account access and website performance. Other cookies may be used for analytics or marketing, depending on the services enabled on our website.

Where required, we will provide information about non-essential cookies and obtain consent before using them.

You can also manage cookies through your browser settings, although disabling certain cookies may affect website functionality.

11. WHEN WE SHARE PERSONAL INFORMATION

We do not disclose personal information to unrelated parties without a lawful reason.

Where necessary, we may share information with service providers that help us operate our business, including website and hosting providers, payment processors, couriers, local delivery representatives, customer-support providers and professional advisers.

We may also disclose information where required by law, to respond to a lawful request from an authorised authority, or to establish, exercise or defend legal rights.

Service providers acting on our behalf should receive only the information needed to perform their services and should be subject to appropriate confidentiality and security requirements.

12. INFORMATION PROCESSED OUTSIDE SOUTH AFRICA

Some technology and service providers may store or process information outside South Africa.

Where personal information is transferred internationally, we will take steps required by POPIA to ensure that the transfer has a lawful basis and that appropriate protection is in place.

These arrangements may include suitable contractual safeguards, an applicable legal basis for the transfer or your consent where required.

13. HOW WE PROTECT YOUR INFORMATION

We take reasonable technical and organisational measures to protect personal information against loss, unauthorised access, misuse, alteration and unlawful disclosure.

These measures may include access controls, secure systems, appropriate service-provider arrangements and procedures for handling information.

No website, electronic transmission or storage system is completely secure. If we become aware of a security compromise involving personal information, we will assess the incident and provide notifications where required by applicable law.

14. HOW LONG WE KEEP YOUR INFORMATION

We keep personal information only for as long as necessary for the purpose for which it was collected, unless a longer period is required or permitted by law.

For example, certain order and transaction records may need to be retained to meet tax, accounting or other legal obligations. Stockist application and customer-support information may be retained for an appropriate period to manage enquiries or business relationships.

When information is no longer required, we will delete, destroy or de-identify it where appropriate and legally permitted.

15. YOUR PRIVACY RIGHTS

Subject to applicable law, you may have the right to:

- Ask whether Sondeza holds personal information about you.
- Request access to personal information we hold about you.
- Ask us to correct information that is inaccurate, incomplete or outdated.
- Request deletion or destruction of information where the law permits.
- Object to certain processing of your information.
- Withdraw consent where processing depends on consent.
- Opt out of direct marketing.
- Raise a complaint about how your information is handled.

To exercise any of these rights, please contact us using the details at the end of this policy. We may need to verify your identity before responding to a request. Certain requests may be subject to lawful restrictions or record-retention requirements.

16. CHILDREN'S PRIVACY

Sondeza's male enhancement products are intended for adults aged 18 and older.

We do not intentionally market these products to children. If we discover that personal information relating to a child has been collected in circumstances that do not comply with applicable law, we will take appropriate steps to address the matter.

17. THIRD-PARTY WEBSITES

Our website may contain links to websites, platforms or services operated by third parties. We are not responsible for the privacy practices of websites that we do not own or control. We encourage you to review their privacy policies before providing personal information.

18. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy to reflect changes to our website, products, business practices or legal obligations.

The latest version will be published on this page with an updated revision date. Where required by law, we will provide additional notice or request consent before making a material change to how your information is processed.

19. COMPLAINTS & THE INFORMATION REGULATOR

If you have a concern about how Sondeza handles your personal information, please contact us first so that we can investigate and respond.

You also have the right to lodge a complaint with the Information Regulator of South Africa if you believe your personal information has been processed unlawfully.

20. CONTACT US

For privacy-related questions, requests or complaints, please contact:

SONDEZA™

Email: info@sondezasa.co.za

YOUR PRIVACY MATTERS. YOUR TRUST MATTERS.