

RENDERHUBB

Privacy Policy

Effective Date: 1 July 2025

1. Introduction

Welcome to RenderHubb. RenderHubb is a web-based digital advertising platform that connects local businesses with their immediate communities through targeted, location-based ad distribution. We take the protection of your personal information seriously and are committed to handling it responsibly, transparently, and in accordance with applicable data protection laws, including the laws of the Republic of Namibia.

This Privacy Policy explains what information we collect, why we collect it, how it is used and shared, how long it is retained, and what rights you have regarding your data. By accessing or using RenderHubb, you agree to the collection and use of information as described in this Policy.

If you have any questions about this Privacy Policy, please contact us at the details provided in Section 12.

2. Who We Are

RenderHubb is operated as a standalone web platform serving business advertisers and consumers across Namibia. The platform allows business owners ("Subscribers" or "Advertisers") to post paid advertisements that are distributed to users within targeted local communities ("Seekers" or "Frontend Users"). The platform also accommodates non-registered visitors who browse content without an account.

3. Who This Policy Applies To

This Privacy Policy applies to all individuals who interact with the RenderHubb platform, including:

- Frontend Users (Seekers) — registered users searching for local services or products.
- Subscribers (Advertisers) — business owners or representatives who manage a profile, purchase a subscription, and create advertisements on the platform.
- Visitors — non-registered individuals who browse publicly available content on the platform.
- Administrators — individuals who manage platform content, subscriber accounts, and operational settings.

4. Information We Collect

We collect different types of information depending on how you use RenderHubb. The categories below describe the information we may collect:

4.1 Information You Provide to Us

When you create an account or interact with our services, you may provide us with:

- Account registration details such as your full name, business name, email address, and password.
- Contact information including phone number and physical or postal address.
- Business profile information such as business category, operating hours, location, and a business description.
- Payment information required to process subscription fees, such as billing details. Note: Payment processing is handled by our third-party payment providers. We do not store full card numbers on our servers.
- Advertisement content including images, text, promotional details, and associated metadata that you upload to the platform.
- Communications you send us, including support requests, feedback, and queries.

4.2 Information We Collect Automatically

When you use RenderHubb, we may automatically collect technical and usage information, including:

- Device information such as device type, operating system, browser type and version, and application version.

- Log data including your IP address, pages visited, time and date of access, referral URL, and crash reports.
- Cookies and similar tracking technologies that help us maintain your session, remember your preferences, and analyse platform usage. You can control cookies through your browser settings, though some features may not function correctly if cookies are disabled.
- Search and interaction data including search terms used on the platform, advertisements viewed or clicked, and interactions with content.

4.3 Location Information

RenderHubb is a location-based advertising platform. To enable us to connect you with relevant local businesses and ads, we may collect:

- Your approximate geographic location derived from your IP address.
- More precise location data from your device if you grant permission through your browser or device settings.
- Location preferences you configure within your RenderHubb account, such as your preferred suburb or region.

You can adjust or withdraw location permissions through your device or browser settings at any time. Disabling location access may limit the relevance of advertisements and search results you receive.

4.4 Information from Third Parties

We may receive information about you from third parties, including:

- Payment processors, who confirm transaction status and billing outcomes.
- Analytics service providers, who help us understand how users interact with the platform.
- Marketing or referral partners, where applicable.

5. Why We Collect Your Information

We collect and use your information for the following purposes:

5.1 Providing Our Services

We use your information to operate and deliver the RenderHubb platform, including processing your account registration, managing your subscription, displaying your advertisements to relevant local audiences, and enabling Seekers to find businesses in their area.

5.2 Processing Payments and Subscriptions

We use billing and subscription information to process payments, manage subscription tiers, send invoices, and handle renewals or cancellations in accordance with our subscription terms.

5.3 Personalising Your Experience

We use location data, search activity, and preferences to deliver relevant local content and advertisements. Seekers will see businesses and promotions that are geographically relevant to them. Subscribers will receive analytics insights about how their ads are performing with their target community.

5.4 Analytics and Performance Measurement

We use data to operate our analytics dashboards, which provide Subscribers with insights into the reach and performance of their advertisements. We also use aggregated, anonymised data to understand how users interact with the platform and to improve our services.

5.5 Communication

We use your contact information to:

- Send service-related notifications such as subscription confirmations, payment receipts, and account alerts.
- Notify you of changes to our platform, policies, or terms.
- Respond to your support queries and feedback.
- Send promotional communications, where you have opted in to receive them. You may opt out of marketing emails at any time.

5.6 Safety, Security, and Fraud Prevention

We use information to protect the platform and its users, including detecting and preventing fraudulent activity, abuse, spam, and unauthorised access. This includes monitoring IP addresses, login activity, and advertisement content for violations of our platform policies.

5.7 Legal Compliance

We may use and retain your information where necessary to comply with our legal obligations, resolve disputes, enforce our terms of service, and respond to lawful requests from regulatory or governmental authorities.

5.8 Developing and Improving the Platform

We use insights gathered from platform usage to improve existing features, develop new ones, fix bugs, and ensure RenderHubb remains reliable and useful for our communities.

6. Advertising and Your Data

RenderHubb is an advertising platform; the display of advertisements is central to our service. The following principles govern how we handle data in the context of advertising:

- Advertisements on RenderHubb are targeted by geographic location, not by sensitive personal characteristics such as race, religion, gender, health status, or sexual orientation.
- We do not sell your personal information to third-party advertisers.
- Subscribers (Advertisers) do not receive individually identifiable information about Seekers who view or interact with their advertisements. Analytics reports are aggregated and anonymised.
- We do not use the private content of your messages or communications to target advertisements.

7. How We Share Your Information

We do not sell your personal information. We may share your information only in the following limited circumstances:

7.1 With Your Consent

We will share your personal information with third parties where you have given us your explicit consent to do so.

7.2 With Service Providers

We engage trusted third-party service providers to assist us in operating RenderHubb. These providers are only given access to the information necessary to perform their specific functions and are contractually required to handle that data in accordance with this Privacy Policy and applicable law. These providers include:

- Payment processors for subscription billing.
- Cloud hosting and infrastructure providers.
- Analytics and performance monitoring services.
- Customer support tools.

7.3 For Legal Reasons

We may disclose your information where we have a good-faith belief that disclosure is necessary to:

- Comply with applicable laws, regulations, or lawful governmental or court orders.
- Enforce our Terms of Service and investigate potential violations.
- Protect the rights, property, or safety of RenderHubb, our users, or the public.
- Detect, prevent, or address fraud, security incidents, or technical issues.

7.4 Business Transfers

If RenderHubb is involved in a merger, acquisition, restructuring, or sale of assets, your information may be transferred as part of that transaction. We will notify affected users and ensure that your information continues to be protected in accordance with this Policy or an equivalent standard.

7.5 Publicly Visible Content

Business profiles and advertisements that Subscribers publish on RenderHubb are visible to other users of the platform, including non-registered Visitors. Please be mindful of what information you include in your public-facing profile or advertisements.

8. Data Retention

We retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, or as required by law. Specifically:

- Account information is retained for as long as your account remains active and for a reasonable period thereafter to allow for dispute resolution and legal compliance.
- Advertisement content and campaign data are retained for the duration of your subscription and for a limited period after cancellation to provide historical reporting.
- Analytics and log data may be retained in anonymised form indefinitely for research and platform improvement purposes.
- Financial records are retained for the period required by Namibian tax and financial regulations.
- Where you request deletion of your account, we will delete or anonymise your personal information within a reasonable timeframe, except where retention is required by law.

9. Cookies and Tracking Technologies

RenderHubb uses cookies and similar technologies to operate the platform and improve your experience. Cookies are small text files stored on your device when you visit our platform. We use:

- Essential cookies that are required for core platform functionality such as maintaining your login session and security.
- Analytics cookies that help us understand how users navigate and use the platform, so we can identify improvements.
- Preference cookies that remember your settings and choices across sessions.

You can configure your browser to decline all cookies or to alert you when a cookie is being set. Note that disabling essential cookies may prevent certain features of the platform from functioning correctly.

10. Data Security

We take the security of your personal information seriously. RenderHubb implements technical, administrative, and physical safeguards to protect your data from unauthorised access, alteration, disclosure, or destruction. These measures include:

- Encryption of data in transit using industry-standard protocols.
- Restricted access controls so that only authorised staff and systems can access personal information.
- Regular review of our security practices and infrastructure.
- Secure handling of payment information through PCI-compliant third-party payment processors.

Despite these precautions, no system is completely secure. In the event of a data breach that poses a risk to your rights or freedoms, we will notify you and the relevant authorities as required by law.

11. Your Rights

Depending on your jurisdiction and applicable law, you may have the following rights regarding your personal information:

- Right to access — You may request a copy of the personal information we hold about you.
- Right to correction — You may request that we correct inaccurate or incomplete information.

- Right to deletion — You may request the deletion of your personal information, subject to our legal retention obligations.
- Right to object or restrict processing — You may object to certain uses of your data or ask us to limit how we process it in certain circumstances.
- Right to data portability — Where applicable, you may request a copy of your data in a structured, machine-readable format.
- Right to withdraw consent — Where processing is based on your consent, you may withdraw that consent at any time. This does not affect the lawfulness of processing before withdrawal.

To exercise any of these rights, please contact us using the details in Section 12. We will respond to your request within a reasonable timeframe. We may ask you to verify your identity before processing your request.

You also have the right to lodge a complaint with the relevant data protection authority in your country if you believe we have handled your information unlawfully.

12. Children's Privacy

RenderHubb is not intended for use by individuals under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have inadvertently collected personal data from a minor, we will take steps to delete that information promptly. If you believe a child has provided us with their personal information, please contact us immediately.

13. International Data Transfers

RenderHubb is based in Namibia and primarily serves the Namibian market. However, some of the third-party service providers we use may process data in other countries. Where data is transferred internationally, we take steps to ensure that your information is handled with an equivalent level of protection as described in this Policy, including through the use of contractual safeguards where required.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our services, legal requirements, or data practices. When we make changes, we will update the effective date at the top of this document. If we make significant changes, we will provide a more prominent notice, which may include an email notification to registered users.

We encourage you to review this Privacy Policy periodically. Your continued use of RenderHubb after the effective date of any changes constitutes your acceptance of the updated Policy.

15. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or the way we handle your personal information, please contact us:

RenderHubb — Privacy Enquiries

Email: privacy@renderhubb.com

Website: www.renderhubb.com

Location: Windhoek, Namibia

We are committed to resolving any privacy concerns you may have in a timely and transparent manner.

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