

RuraRide Data Protection and Privacy Policy

1. Introduction

RuraRide (“RuraRide”, “we”, “our”, or “us”) is committed to protecting the privacy, security, and confidentiality of all users who interact with our platform. This policy explains how we collect, process, use, store, and protect your personal information when you use the RuraRide mobile application, website, and related services.

By registering or using the RuraRide platform, you consent to the practices described in this policy, in accordance with the **Protection of Personal Information Act (POPIA)** and other applicable South African privacy laws.

2. Information We Collect

We collect and process different categories of information depending on whether you are a **rider**, **driver**, or **visitor** of our platform:

2.1 Personal Identification Information

- Full name
- Contact details (mobile number, email address)
- Identity document number or driver’s license (for verification)
- Profile photo (optional for riders, required for drivers)

2.2 Technical Information

- Device type and operating system
- IP address and browser type
- App version, crash logs, and usage patterns

2.3 Location Information

- Real-time GPS location data during trips for pickup, navigation, and drop-off accuracy
- Historical trip data for dispute resolution and analytics

2.4 Financial and Transactional Information

- Payment details processed securely via third-party gateways (e.g., PayFast)
- Trip fares, invoices, receipts, and refund records
- Banking information (for drivers receiving payouts)

2.5 Communication Records

- In-app chat or support correspondence
 - Email interactions and customer service queries
 - Call logs between drivers and riders (where applicable for safety verification)
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3. How We Use Your Information

We collect personal information strictly for legitimate business purposes, including:

1. **Service Delivery:** To match riders with nearby drivers and process trip requests.
 2. **Identity Verification:** To confirm the authenticity of drivers and users on the platform.
 3. **Payment Processing:** To facilitate secure transactions and refunds through authorized partners.
 4. **Customer Support:** To respond to queries, complaints, and service issues.
 5. **Safety & Compliance:** To enhance trip safety, investigate incidents, and comply with legal requirements.
 6. **Service Improvement:** To improve app performance, user experience, and operational efficiency.
 7. **Marketing & Communication:** To inform users about updates, promotions, or service improvements (only with user consent).
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4. Data Sharing and Disclosure

RuraRide does **not sell or rent** personal data to third parties. However, information may be shared under the following conditions:

- **With Payment Processors:** Secure transmission to PayFast or other approved partners for processing transactions.
- **With Drivers or Riders:** Limited sharing of contact and trip details necessary to complete rides.
- **With Law Enforcement:** When required by law, regulation, or court order.
- **With Service Providers:** Trusted third-party vendors providing technology, analytics, or customer support under strict confidentiality agreements.

All third-party partners are required to comply with POPIA and equivalent international data protection standards.

5. Data Retention

RuraRide retains personal data **only for as long as necessary** to fulfill operational, legal, or regulatory obligations.

For example:

- Trip and payment records are kept for **5 years** (as required by tax laws).
- Communication and complaint logs are kept for **2 years**.
- Inactive accounts may be deleted or anonymized after **24 months** of inactivity.

Users may request deletion or correction of their personal data at any time, subject to legal limitations.

6. Data Security

RuraRide employs robust security measures to protect your personal data against unauthorized access, alteration, disclosure, or destruction. These include:

- Secure Sockets Layer (SSL) encryption on all data transmissions.
- Role-based access controls for internal staff.
- Regular security audits and vulnerability assessments.
- Encrypted data storage and secure cloud environments.
- Multi-factor authentication for administrative accounts.

If a data breach occurs, RuraRide will notify affected users and the Information Regulator within the time frames prescribed by POPIA.

7. User Rights

Under the Protection of Personal Information Act (POPIA), all users have the right to:

- Access their personal data held by RuraRide.
- Request correction or deletion of inaccurate or outdated information.
- Withdraw consent to data processing (where applicable).
- Object to direct marketing communications.

- Lodge a complaint with the Information Regulator of South Africa.

Requests may be sent to **privacy@ruraride.co.za**, and RuraRide will respond within **20 working days**.

8. Children's Privacy

RuraRide services are not intended for individuals under the age of 18. We do not knowingly collect personal information from minors.

If it is discovered that a minor has provided personal data, RuraRide will take immediate steps to delete the information from its records.

9. International Data Transfers

Where RuraRide uses third-party services hosted outside South Africa, data is transferred securely to jurisdictions with equivalent data protection laws.

Such transfers are governed by strict data processing agreements to ensure compliance with POPIA standards.

10. Updates to This Policy


This policy may be updated periodically to reflect changes in business operations, technology, or legislation.

Any updates will be published on our website and mobile app, with the "Last Updated" date revised accordingly. Continued use of the platform constitutes acceptance of any updates.

11. Contact Information

For privacy-related inquiries, please contact:

 **info@ruraride.co.za**

 **+27 (0)63 370 8515**

 **www.ruraride.co.za**