



# Privacy & Cookie Policy

## Introduction

Welcome to Viibe Brands! We value your privacy and are committed to protecting your personal information. This Privacy & Cookie Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website, [www.viibebrands.com](http://www.viibebrands.com). By using our website, you agree to the terms of this policy.

## Information We Collect

1. **Personal Information.**  
When you visit our website, we may collect the following personal information:
2. **Contact Information:** Your name, email address, and other contact details.
3. **Usage Data:** Information about how you use our website, including your IP address, browser type, browsing history, and pages viewed.
4. **Social Media Information:** If you connect to our website via Facebook or Instagram, we may collect information from your social media profile, such as your username, profile picture, and other publicly available information.

## Cookies and Tracking Technologies:

We use cookies and similar tracking technologies to collect and use personal information about you.

This may include:

1. **Google Analytics:** We use Google Analytics to collect data about your use of the website, including pages visited, time spent on each page, and other website traffic data.
2. **Wix Analytics:** Wix built-in analytics help us understand how visitors interact with our website.

## How We Use Your Information

We use the information we collect for various purposes, including:

1. **To Provide and Improve Our Services:** To operate and improve our website and services.
2. **To Communicate with You:** To send you updates, newsletters, marketing materials, and other information.
3. **To Analyze Usage:** To monitor and analyze trends, usage, and activities on our website.
4. **To Protect Our Website:** To detect, prevent, and address technical issues and ensure the security of our website.

## **Sharing Your Information:**

We may share your information with:

1. **Service Providers:** Third-party service providers who perform services on our behalf, such as web hosting, data analysis, and marketing services. We will never sell or share your data to a 3rd party.
2. **Legal Requirements:** If required by law or to respond to legal processes, we may disclose your information.

## **Your Rights:**

As a user based in South Africa, you have the following rights under the Protection of Personal Information Act (POPIA):

1. **Access:** You have the right to request a copy of the personal information we hold about you.
2. **Correction:** You have the right to request that we correct any inaccuracies in your personal information.
3. **Deletion:** You have the right to request that we delete your personal information, subject to certain exceptions.

**Objection:** You have the right to object to the processing of your personal information.

## **Cookies**

Cookies are small text files that are stored on your device when you visit our website. We use cookies to enhance your experience, gather general visitor information, and track visits to our website. You can choose to disable cookies through your browser settings, but doing so may affect your ability to use some features of our website.

## **Third-Party Links**

Our website may contain links to third-party websites. We are not responsible for the privacy practices or the content of these external sites. We encourage you to read the privacy policies of any linked websites you visit.

## **Changes to This Policy**

We may update this Privacy & Cookie Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

## **Contact Us**

If you have any questions or concerns about this Privacy & Cookie Policy, please contact us at:

Email: [viibebrands@gmail.com](mailto:viibebrands@gmail.com)

Thank you for visiting Viibe Brands!