

Privacy Policy

How MoreShores collects, uses and protects personal information (POPIA and UK GDPR)

This policy explains how **MoreShores Pty Ltd** ("MoreShores", "we", "us") collects, uses, shares and protects personal information when you use the MoreShores platform (www.moreshores.com, app.moreshores.com and our mobile applications) and related services. It is written to meet the Protection of Personal Information Act 4 of 2013 (POPIA) in South Africa and the UK General Data Protection Regulation and Data Protection Act 2018 in the United Kingdom.

1. Who we are and how to contact us

MoreShores Pty Ltd is a company incorporated in South Africa, registration number 2026/111032/07, VAT number 4330325475, with its registered address at 311 Old Castle Brewery, 6 Beach Road, Woodstock, Cape Town, 7925, South Africa. We are the **responsible party** (POPIA) and **controller** (UK GDPR) for the personal information of our merchants, their staff and other users of the platform.

Our Information Officer (POPIA) and privacy contact is **Matthew Strybis**, reachable at **info@moreshores.com**. For UK data-protection matters we can be contacted at the same address.

2. Our two roles

2.1 Merchant and user data. When a business registers on MoreShores, applies for credit, or its staff use the platform, MoreShores decides how and why that information is used. For that information we are the responsible party / controller.

2.2 Your customers' data. When a merchant sends us orders, we receive the names, delivery addresses, contact details and order contents of the merchant's customers (consignees) in order to ship, clear and deliver goods. For that information the merchant is the responsible party / controller and MoreShores acts as its **operator** (POPIA) / **processor** (UK GDPR), processing it only on the merchant's instructions and under our Terms and Conditions, which set out the operator obligations required by section 21 of POPIA and Article 28 of the UK GDPR.

3. What we collect

3.1 Account information: name, email address, telephone number, job title, login credentials (held by our authentication provider, never in plain text by us), and your preferences.

3.2 Merchant information: company name, registration and VAT numbers, addresses, banking details, directors' names and identity documents, trade references and financial information supplied in a credit application, and store branding.

- 3.3 Order and shipment information:** sender and recipient names, addresses, telephone numbers and email addresses; order contents, values, weights and dimensions; customs declarations, HS codes, duties and taxes; tracking events, proof-of-delivery images and signatures; and documents such as invoices, waybills, customs documents and returns paperwork.
- 3.4 Payment information:** where duties, taxes or services are paid online, the payment itself is processed by the payment provider; we receive confirmation, amount and reference, not full card details.
- 3.5 Technical and usage information:** IP address, device and browser type, pages viewed, actions taken in the platform, error reports, and support conversations.
- 3.6 Cookies and similar technologies** on our websites, described in section 10.

4. Why we use it and our lawful bases

Purpose	Examples	Basis (POPIA / UK GDPR)
Providing the service	Creating accounts, receiving orders, booking couriers and freight, customs clearance, tracking, returns, invoicing	Performance of a contract
Credit and fraud checks	Assessing credit applications with licensed credit bureaus, verifying identity, preventing fraud	Legitimate interests; legal obligation
Legal and regulatory	Customs and excise, tax (SARS, HMRC), sanctions screening, record keeping	Legal obligation
Support and communication	Answering queries, service notices, shipment notifications to you and to consignees	Contract; legitimate interests
Improving the platform	Analytics, error monitoring, product development	Legitimate interests
Marketing to businesses	News about MoreShores services to merchant contacts, with an opt-out in every message	Legitimate interests; consent where required

We do not sell personal information and we do not use it for automated decisions that produce legal effects without human review.

5. Who we share it with

We share personal information only as needed to deliver the service, with:

- 5.1 Carriers and logistics partners** who collect, transport, clear and deliver goods, including express couriers (for example FedEx, DHL, Aramex, RAM, The Courier Guy and Parcel2Go in the UK), road freight and freight forwarding partners, and their tracking systems.
- 5.2 Customs, duties and compliance providers** that calculate landed costs and lodge declarations, and the customs and tax authorities of the origin and destination countries.
- 5.3 Sales channels you connect** such as Shopify, WooCommerce, Amazon, Takealot and inventory systems, which exchange order and fulfilment data with us on your instruction.

- 5.4 Service providers** acting on our instructions: cloud hosting and databases, authentication, transactional email, accounting (Xero), customer support and messaging, error monitoring and analytics. Each is bound by a written agreement to protect the information and use it only for our purposes.
- 5.5 Credit bureaus, banks and payment providers** for credit assessment and payments.
- 5.6 Professional advisers, insurers and authorities** where required by law, to enforce our terms, or to protect rights, property or safety.
- 5.7 A successor** if MoreShores is acquired or merges, under the same protections.

6. International transfers

MoreShores operates from South Africa and serves customers in the United Kingdom and elsewhere. Because our business is cross-border logistics, personal information necessarily moves between the countries of origin and destination of each shipment and to our service providers, some of which host data in the European Union, the United Kingdom and the United States.

Where we transfer personal information out of South Africa we do so in line with section 72 of POPIA, and out of the United Kingdom in line with Chapter V of the UK GDPR, relying on the recipient being subject to laws or binding agreements that provide substantially similar protection, on the UK International Data Transfer Agreement or Addendum where applicable, or on the transfer being necessary to perform the contract with you or with the consignee.

7. How long we keep it

- 7.1** Account and merchant information: for the life of the account and for 5 years after it closes.
- 7.2** Order, shipment, customs and invoicing records: 5 years from the end of the tax year in which the transaction occurred, as required by South African tax and customs law, and 6 years where UK tax law applies.
- 7.3** Credit application documents: for the duration of the credit relationship and 5 years thereafter.
- 7.4** Support conversations and technical logs: up to 24 months.

After these periods we delete or anonymise the information unless a legal hold, dispute or regulatory requirement requires longer retention.

8. How we protect it

We use encryption in transit, access controls tied to individual user accounts and roles, logging of administrative access, segregated environments, regular backups, and contractual security obligations on every provider. Access to merchant and consignee data inside MoreShores is limited to staff who need it for their role. We will notify affected merchants and the relevant regulator of a security compromise as required by section 22 of POPIA and Articles 33 and 34 of the UK GDPR.

9. Your rights

Subject to the law that applies to you, you may ask us to: confirm whether we hold personal information about you and give you access to it; correct or update it; delete or destroy it; restrict or object to particular processing, including direct marketing; provide it in a portable format; and

withdraw consent where processing is based on consent. Merchants exercising rights on behalf of their customers should contact us and we will assist as operator / processor.

To exercise a right, email **info@moreshores.com**. We may need to verify your identity. We will respond within the time the law allows (generally 30 days). If you are unhappy with our response you may complain to the **Information Regulator (South Africa)**, complaints.IR@justice.gov.za, or, for UK matters, the **Information Commissioner's Office**, ico.org.uk.

10. Cookies and analytics

Our websites use strictly necessary cookies to keep you signed in and to remember preferences, and, with your consent where the law requires it, analytics and advertising cookies (for example Google Analytics and Meta pixel) to understand how the sites are used and to measure marketing. You can control cookies through your browser and through the cookie preferences on our website. The platform itself stores only the settings needed to operate it.

11. Children

The platform is for businesses and is not directed at children under 18. We do not knowingly collect personal information from children except where it appears in a consignee address supplied by a merchant, which we process solely to deliver the shipment.

12. Changes to this policy

We will post any changes on this page with a new "last updated" date and, for material changes, notify merchant account administrators by email. Continued use of the service after a change means you accept the updated policy.

13. Contact

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