Privacy Policy

Your privacy matters to us

Effective Date: 21 May 2026

Developed & Maintained by
Ansoff International (Pty) Ltd

Marketing & Distribution by
E-Barbie · www.ebarbie.co.za

1. Introduction

Ansoff International (Pty) Ltd ("we", "us", "our") develops and maintains the Valora application ("the App"). E-Barbie handles the marketing and distribution of the App. This Privacy Policy explains how we collect, use, store, and protect your personal information when you use Valora. By accessing or using the App, you agree to the terms of this Privacy Policy.

We are committed to complying with the Protection of Personal Information Act, 2013 (POPIA) of South Africa and other applicable data protection laws.

2. Information We Collect

2.1 Account Information

When you create a Valora account, we collect:

- Your display name
- Your email address
- Authentication credentials (securely hashed and stored)

2.2 Collection Data

When you use Valora to catalogue your doll collection, you voluntarily provide:

- Doll names, editions, categories, and descriptions
- Condition grades and estimated values
- Year of release and year of acquisition
- Photographs of your dolls (up to 10 per doll entry)
- Purchase invoices and receipts you choose to upload
- Personal notes and provenance details
- Wishlist entries including priority levels and status

2.3 Payment Information

If you subscribe to Valora Pro, payment processing is handled entirely by Paystack, a PCI-DSS compliant payment gateway. We do not collect, store, or have access to your credit card numbers, bank account details, or other financial instrument data. We receive only a transaction confirmation, subscription status, and payment reference from Paystack.

2.4 Automatically Collected Information

When you use the App, we may automatically collect:

- Device type, operating system, and browser information
- IP address and approximate geographic location
- App usage data such as pages visited and features used
- Error logs and performance data to improve the App

3. How We Use Your Information

We use the information we collect to:

- **Provide the Service —** Store, organise, and display your doll collection data across your devices.
- **Generate Exports —** Create PDF reports (Insurance Reports, Showcase exports, Share Cards) from your collection data.
- **Process Subscriptions —** Manage your Valora Pro subscription, including renewal and billing through Paystack.
- **Improve the App —** Analyse usage patterns to enhance features, fix bugs, and improve performance.
- **Communicate —** Send you important service updates, security alerts, and subscription-related notifications.
- **Provide Support —** Respond to your enquiries and resolve technical issues.

4. Data Storage & Security

Your data is stored on secure, encrypted servers. We implement industry-standard security measures to protect your personal information, including:

- Encryption of data in transit using TLS/SSL
- Encrypted storage of sensitive account credentials
- Regular security audits and vulnerability assessments
- Access controls limiting employee access to personal data on a need-to-know basis

While we take all reasonable steps to protect your information, no method of electronic transmission or storage is 100% secure. We cannot guarantee absolute security of your data.

5. Data Sharing & Third Parties

We do not sell, rent, or trade your personal information. We may share data with:

- **Paystack —** Our payment processor, solely for subscription billing purposes. Paystack operates under its own privacy policy.
- **E-Barbie —** Our marketing and distribution partner, who may have access to aggregated, anonymised usage statistics but not to your personal collection data.
- **Service Providers —** Trusted third-party providers who help us host and operate the App, bound by strict confidentiality agreements.
- **Legal Requirements —** We may disclose information if required by law, regulation, court order, or governmental authority.

When you use the Share Card feature to share a doll image, you are voluntarily distributing that content through your own device's share functionality. We have no control over where you share this content.

6. Your Rights Under POPIA

Under the Protection of Personal Information Act (POPIA), you have the following rights:

- **Access —** Request a copy of the personal information we hold about you.
- **Correction —** Request correction of inaccurate or incomplete personal information.
- **Deletion —** Request deletion of your personal information, subject to legal retention obligations.
- **Objection —** Object to the processing of your personal information in certain circumstances.
- **Data Portability —** Request your collection data in a portable format (PDF export).

To exercise any of these rights, please contact us using the details provided at the end of this document. We will respond to your request within 30 days.

7. Data Retention

We retain your personal information for as long as your account is active or as needed to provide you with the Service. If you delete your account, we will delete your personal data within 30 days, except where we are required by law to retain certain information.

Anonymised, aggregated data that cannot be used to identify you may be retained indefinitely for analytical and improvement purposes.

8. Children's Privacy

Valora is not intended for use by children under the age of 18 without parental consent. We do not knowingly collect personal information from children under 18. If you believe a child has provided us with personal information, please contact us and we will promptly delete it.

9. Cookies & Similar Technologies

Valora is a progressive web application (PWA) and may use cookies and similar technologies for essential functionality such as maintaining your login session and remembering your preferences (e.g. currency settings). We do not use advertising cookies or third-party tracking cookies.

10. Changes to This Policy

We may update this Privacy Policy from time to time. When we make material changes, we will notify you through the App or by email. The "Effective Date" at the top of this document indicates when the policy was last revised. Continued use of the App after changes constitutes acceptance of the revised policy.

11. Contact Us

If you have questions about this Privacy Policy, wish to exercise your rights, or have a complaint about how your data is handled, please contact us:

Contact

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