

Privacy policy

Last updated: 12 May 2026

1. Introduction

This Privacy Policy explains how Generic Brands trading as Theratools (Pty) Ltd (“Theratools”, “we”, “us”, or “our”) collects, uses, discloses and protects your personal information when you visit or use our website at <https://theratools.co.za/> (the “Site”), purchase our products, or otherwise interact with us (together, the “Services”).

For purposes of this Privacy Policy, “you” or “your” refers to any natural person whose personal information we process, including customers, site visitors, and individuals who contact us.

By using or accessing the Services, you acknowledge that you have read and understood this Privacy Policy. If you do not agree with this Privacy Policy, please do not use the Site or our Services.

2. Responsible Party (POPIA)

For purposes of the Protection of Personal Information Act 4 of 2013 (“POPIA”), the responsible party is:

Generic Brands (Pty) Ltd trading as Theratools

Email: info@theratools.co.za

We may appoint an Information Officer and/or Deputy Information Officer(s) in terms of POPIA. You may use the contact details above for all POPIA-related queries and data subject requests.

3. Scope and Application

This Privacy Policy applies to personal information that we process in South Africa as a responsible party, including information collected:

through our Site and any related online services;

during the ordering, payment, delivery and returns processes;

when you communicate with us via email, phone, or social media; and

when you sign up to receive marketing or create an account with us.

This Policy does not apply to information processed by third-party websites, apps or services that we do not control, even if they are linked from our Site. You should review those third parties' own privacy policies.

4. What Personal Information We Collect

“Personal information” has the meaning given in POPIA and includes information that identifies, or can reasonably be used to identify, a natural person.

The types of personal information we collect about you depend on how you interact with us, and may include:

4.1 Information You Provide Directly

When you use our Services, you may provide us with:

Contact details:

name and surname;

physical and/or delivery address;

email address; and

mobile / telephone number.

Account information

username and password; and

security questions or similar information used for account security.

Order and transaction information:

products purchased, order history and preferences;

billing address and delivery address;

payment confirmation details (e.g. from our payment gateway); and

communication relating to orders, returns, exchanges and warranties.

Customer support and communication:

information you provide when you contact us (e.g. via email, contact forms or social media), including queries, complaints or feedback.

You can choose not to provide certain information, but this may limit your ability to use certain features of the Site or to complete a purchase.

4.2 Information We Collect Automatically

When you visit or use the Site, we may automatically collect certain information about your device and usage (“Usage Data”), such as:

IP address and approximate location (e.g. city or suburb);

device type, operating system, browser type and version;

pages viewed, links clicked, time and date of visits;

referring URL / source of traffic; and

your interactions with our Site, such as items viewed or added to cart.

We collect this information by using cookies and similar technologies (see Section 7 – Cookies and Similar Technologies).

4.3 Information We Receive from Third Parties

We may receive personal information about you from:

Service providers who support our Site and Services, such as Shopify (our ecommerce platform), hosting providers, analytics providers, and marketing partners.

Payment providers and financial institutions, who process your payment on our behalf (e.g. credit or debit card providers, payment gateways). They may provide us with payment confirmations and limited information needed for reconciliation and fraud prevention.

Couriers and logistics partners, who may share delivery status and proof of delivery.

Social media platforms or login providers you use to interact with us or to log into your account (where available).

We treat information received from third parties in accordance with this Privacy Policy and any additional restrictions imposed by those third parties.

5. Legal Bases and Purposes for Processing (POPIA)

We only process your personal information where we have a lawful basis to do so, as required by POPIA. Depending on the context, we may process your information on one or more of the following grounds:

Performance of a contract:

To enter into and perform our contract with you, including to:

process orders and payments;

deliver products;

manage returns, exchanges and refunds;

provide customer support; and

maintain your account.

Compliance with legal obligations:

To comply with obligations under South African law, including consumer, tax, accounting and financial laws, and to respond to lawful requests from authorities.

Your consent:

Where we rely on your consent, for example to:

send you certain types of direct marketing communications by electronic means (email, SMS, WhatsApp, etc.) where required by POPIA; and

place non-essential cookies or similar technologies on your device.

You may withdraw your consent at any time (see Section 11 – Your Rights).

Our legitimate interests or the legitimate interests of a third party:

Where our interests are not outweighed by your rights, such as to:

operate, manage and improve our Site and business;

prevent and detect fraud and misuse of our Services;

secure our systems and data;

respond to queries and complaints; and

enforce our terms and defend legal claims.

We process your personal information for the following specific purposes:

Providing Products and Services

processing orders, payments and deliveries;

creating and managing your customer account; and

providing customer service and support.

Communication

sending you service-related communications (e.g. order confirmations, updates, delivery notifications, account notices); and

responding to your queries, requests or complaints.

Direct Marketing and Advertising

sending you marketing communications about our products and services (where permitted);

conducting promotions, competitions and special offers (if applicable); and

customising and improving marketing content and advertising on our Site and other platforms.

Analytics, Improvement and Personalisation

understanding how visitors use our Site;

improving the design, usability and performance of our Site and Services; and

personalising your experience (e.g. recommended products).

Security, Fraud Prevention and Legal Compliance

protecting our business, systems and customers against fraud, abuse and security risks;

maintaining appropriate records; and

complying with legal obligations, resolving disputes and enforcing our terms and policies.

6. Direct Marketing

We may send you direct marketing communications (for example, emails, SMS or other electronic messages) about our products, services, promotions and special offers.

We will only send you such communications:

where you are an existing customer and we market similar products or services to those you previously purchased from us, and you were given a reasonable opportunity to opt out; or

where you have given us your consent to receive direct marketing.

You can opt out of direct marketing at any time (see Section 11.7 – Managing Communication Preferences). We will then no longer send you marketing communications, but we may still send you non-marketing communications related to your orders, account or our contractual relationship with you.

We comply with section 69 of POPIA when sending electronic direct marketing communications.

7. Cookies and Similar Technologies

Our Site uses cookies and similar technologies to enhance your experience and help us improve our Services.

7.1 What Are Cookies?

Cookies are small text files that are placed on your device when you visit a website. They serve various purposes, such as enabling core functionality, remembering your preferences, and helping us analyse how our Site is used.

7.2 Types of Cookies We Use

We may use:

Strictly necessary cookies – required for the Site to function properly (e.g. to remember your cart or sign-in status).

Performance and analytics cookies – to understand how visitors use the Site, which helps us improve it.

Functional cookies – to remember your preferences and settings.

Advertising and targeting cookies – to show you relevant advertising and measure marketing effectiveness.

Our Site is powered by Shopify, which also uses cookies and similar technologies to operate and improve the e-commerce platform. For more details on Shopify's cookies, you can refer to Shopify's cookie documentation.

7.3 Your Cookie Choices

Most web browsers are set to accept cookies by default. You can change your browser settings to block or delete cookies. However, if you choose to block some or all cookies, certain features of the Site may not function properly.

Where required by law, we will ask for your consent before using non-essential cookies or similar technologies.

8. How We Share and Disclose Personal Information

We do not sell your personal information for money. We may, however, share your personal information with third parties in the following circumstances, in accordance with POPIA and this Privacy Policy:

Service Providers (Operators)

We share personal information with trusted third-party service providers who act as operators on our behalf, such as:

ecommerce platform providers (e.g. Shopify);

payment processors / gateways;

couriers and logistics partners;

IT and cloud hosting providers;

customer support tools and providers;

analytics and marketing service providers.

These operators are bound by contracts that require them to process personal information only in accordance with our instructions and POPIA, and to maintain appropriate security measures.

Business and Marketing Partners

With your consent or where permitted by law, we may share limited personal information with selected business and marketing partners to help us deliver or measure advertising and marketing campaigns.

Within Our Corporate Group

If applicable, we may share personal information within our corporate group or with our affiliates, for purposes consistent with this Privacy Policy.

Legal and Regulatory Requirements

We may disclose personal information when necessary to:

comply with applicable law, court orders or lawful requests by public authorities;

protect our rights, property or safety, or those of our customers or the public; and

detect, prevent or address fraud, security or technical issues.

Business Transfers

In the event of a merger, acquisition, restructuring, sale of assets, or similar transaction, personal information may be transferred as part of the business assets. We will take reasonable steps to ensure that any recipient continues to protect your personal information in a manner consistent with this Privacy Policy.

9. Cross-Border Transfers of Personal Information

We may transfer, store and process your personal information in countries outside South Africa, for example where our service providers or their servers are located abroad.

When we transfer personal information to a foreign country as a responsible party, we do so in accordance with section 72 of POPIA, which may include:

transferring to a country that has laws providing an adequate level of protection for personal information;

entering into an agreement with the recipient that requires them to protect the personal information in a manner that is substantially similar to the protections under POPIA;

obtaining your consent for the transfer; or

relying on another ground permitted by POPIA (for example where the transfer is necessary for performance of a contract with you).

If we transfer personal information from the European Economic Area (EEA) or the United Kingdom, we will use appropriate transfer mechanisms recognised under EU/UK data protection law (such as the European Commission's Standard Contractual Clauses or equivalent measures), unless the destination country has been granted an adequacy decision.

10. Security of Your Personal Information

We take the security of your personal information seriously and implement reasonable technical and organisational measures to protect the integrity and confidentiality of personal information in our possession or under our control, as required by POPIA.

These measures are designed to protect personal information against loss, unauthorised access, accidental or unlawful destruction, use, alteration or disclosure. However, no method of transmission over the internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

If you create an account on our Site, you are responsible for keeping your password and login details confidential. Please notify us immediately if you believe your account has been compromised.

11. Retention of Personal Information

We retain your personal information only for as long as is reasonably necessary to:

fulfil the purposes for which it was collected;

comply with legal, accounting or reporting obligations; and

resolve disputes and enforce our agreements.

Retention periods may vary depending on the type of information and the reasons for processing. For example:

order and transaction records may be kept for statutory periods required by tax, financial and consumer protection laws; or

certain customer service correspondence may be retained for a period necessary to address and resolve queries or complaints.

When personal information is no longer required, we will take reasonable steps to delete or de-identify it, unless retention is required or permitted by law.

12. Your Rights

As a data subject under POPIA, you have certain rights in relation to your personal information. These rights are not absolute and may be subject to conditions and limitations.

12.1 Right of Access

You have the right to request confirmation of whether we hold personal information about you, and to request access to that information, as provided in section 23 of POPIA.

12.2 Right to Correction, Deletion or Destruction

You may request that we correct or update inaccurate, irrelevant, excessive, out-of-date, incomplete or misleading personal information we hold about you, or that we delete or destroy such information, or de-identify it, as provided in section 24 of POPIA.

12.3 Right to Object to Processing

You have the right, in certain circumstances, to object to the processing of your personal information, including:

processing carried out on the basis of our legitimate interests;

processing for direct marketing purposes (you may object at any time).

12.4 Right to Withdraw Consent

Where we rely on your consent to process your personal information, you have the right to withdraw your consent at any time. This will not affect the lawfulness of processing that occurred before withdrawal.

12.5 Data Portability (Where Applicable)

In certain limited circumstances and where technically feasible, you may request that we provide you with certain personal information in a structured, commonly used and machine-readable format, or transmit it to another party.

12.6 Automated Decision-Making

We do not typically make decisions about you based solely on automated processing that have legal or similarly significant effects. If we introduce such processing in future, we will do so in compliance with POPIA.

12.7 Managing Communication Preferences

You can manage your communication preferences by:

clicking the “unsubscribe” or “opt-out” link in our marketing emails; or

contacting us using the details in Section 14.

Even if you opt out of marketing communications, we may still send you non-marketing communications, such as those relating to your orders, account or our ongoing business relationship.

12.8 How to Exercise Your Rights

To exercise any of the rights above, please contact us using the details in Section 14 – Contact Us. We may need to ask you for information to verify your identity before processing your request.

We will respond to your request within a reasonable time and in accordance with POPIA and any other applicable law.

13. Complaints

If you have concerns about how we process your personal information, you are encouraged to contact us first so that we can try to resolve your complaint.

14. Children’s Personal Information

Our Services are not intended for children (persons under the age of 18), and we do not knowingly collect personal information about children without the consent of a competent person (such as a parent or legal guardian), as required by POPIA.

If you are a parent or guardian and believe that a child under your care has provided us with personal information without your consent, please contact us so that we can take appropriate steps to delete or otherwise lawfully handle that information.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements or for other operational reasons.

When we make material changes, we will:

post the updated Privacy Policy on the Site;

update the “Last updated” date at the top; and

take any additional steps required by applicable law.

Your continued use of the Site or Services after any changes to this Privacy Policy will constitute your acceptance of the updated Policy.

16. Contact Us

If you have any questions about this Privacy Policy, our privacy practices, or if you wish to exercise your rights or make a complaint, please contact us at:

info@theratools.co.za