PRIVACY POLICY

BUZZBOX | WEBSITE AND COMMUNICATIONS SERVICES

Effective date: 16 November 2026

1. Introduction and scope

BuzzBox ('we', 'us' or 'our') respects privacy and is committed to processing personal information lawfully, reasonably and securely. This policy explains how personal information may be collected, used, disclosed, stored and protected when you visit our website, contact us, become a customer, or interact with communications services operated by BuzzBox.

This policy applies to BuzzBoxcloud.co.za and to relevant business operations and services. It should be read together with applicable service agreements and any specific notices given at the time of collection. Where a customer determines the purpose of processing, that customer's privacy notices and instructions may also apply.

2. Who is responsible for personal information

For information relating to our website visitors, prospective customers, business contacts, account administration and our own operations, BuzzBox generally acts as a 'responsible party' under the Protection of Personal Information Act 4 of 2013 (POPIA).

When providing hosted telephony, contact centre, automated voice messaging or AI conversation services to a business customer, BuzzBox may act as an 'operator', processing information on that customer's behalf and under its authorised instructions. The customer may be the responsible party for the personal information of its employees, callers and end customers. The exact roles depend on the particular processing activity and agreement.

Legal entity: BB Cloud (Pty) Ltd. Registration Number: 2018/403190/07. Physical address: Petrob House, 343 Surrey Avenue, Ferndale, Randburg, Johannesburg, South Africa. Information Officer / privacy contact: Mr Waldo Kara – privacy@buzzboxcloud.co.za.

3. Personal information we may process

Depending on your relationship with us and the services used, information may include: names, business names, job titles, telephone numbers, email addresses and other contact details; enquiry and correspondence content; customer account, user, extension, billing and transaction details; service configuration and support records; and technical information such as IP addresses, device/browser information, system logs and website usage data.

In delivering communications services, we may process telephone numbers, call dates and times, durations, routing information, call-detail records, voicemail, recordings, transcripts, messages, interaction outcomes and information provided during a conversation. AI-powered services may process speech, transcriptions and information obtained through authorised integrations with customer systems. The information may include sensitive personal information where a caller or customer supplies it; customers should avoid supplying unnecessary sensitive data.

We do not assume that every category is collected for every person or service. The scope of collection depends on the functionality used and the relevant customer's configuration and instructions.

4. How information is collected

We may receive information directly when you submit a website contact form, telephone or WhatsApp us, email us, request a quotation, enter into an agreement or request support. We may also obtain information automatically from website and platform use, and from business customers, their authorised users, telecommunications providers, technology suppliers or integrations where necessary to deliver contracted services.

Where a business customer provides contact lists, account details or other data for outbound campaigns, that customer is generally responsible for ensuring a lawful basis and appropriate notices for its collection and use. Providing information requested for a quotation is generally voluntary, but withholding essential information may prevent us from responding or delivering the requested service.

5. Purposes and lawful grounds for processing

We process information where permitted by POPIA, including where necessary to perform a contract, comply with a legal obligation, pursue a legitimate interest recognised by law, or with consent where required. Purposes may include responding to enquiries; providing quotations; establishing and administering accounts; provisioning telephone numbers, extensions and services; routing and delivering calls and messages; customer support; billing and collections; security, troubleshooting and fraud prevention; reporting and service improvement; and meeting lawful regulatory or recordkeeping requirements.

For customer-directed campaigns, recordings, transcriptions and AI interactions, processing purposes are set primarily by the business customer and relevant contractual instructions. We do not treat access to customer communications data as permission to use it for unrelated purposes.

6. Call recordings, AI conversations and automated messaging

Our services may enable customers to record calls, generate transcripts, analyse interactions, use AI voice agents, and send automated voice messages. Whether recording or AI processing is enabled, what information is collected, what notices are given and how long it is kept may depend on the customer's configuration and contractual arrangements.

Where required, the relevant responsible party must ensure that individuals receive appropriate notice of recording, automated interactions, the purposes of processing and their applicable rights. AI-generated responses and automated workflows may be used to assist communications, but the use of an AI service does not remove the responsible party's obligations under POPIA, including requirements relating to certain automated decisions.

BuzzBox may use third-party technology providers to deliver AI and communications features, subject to appropriate contractual and security safeguards. Specific providers, locations and any use of content for model training must be verified against the actual service arrangements before publication of more detailed commitments.

7. Website analytics, cookies and external content

Our website may use cookies or similar technologies required for functionality, preferences, security and measurement of website traffic. Where Google Analytics or other analytics services are enabled, information such as page views, device/browser details, approximate location and interaction events may be processed by those providers in accordance with their applicable terms and settings.

You can manage cookies using your browser settings and any consent controls provided on the website. Disabling certain cookies may affect website functionality. Our website may include external content, such as an embedded map, or links to third-party sites. Those services may collect information according to their own privacy policies. Non-essential tracking and any required consent mechanism should be assessed against the website's actual deployment.

8. Sharing and disclosure

We may share information with authorised employees and contractors, hosting and infrastructure providers, telecommunications carriers, payment and billing service providers, customer-support suppliers, analytics providers, AI technology providers and other processors where necessary for a legitimate business or contracted purpose. Access should be limited to what is necessary, with confidentiality and security obligations appropriate to the service.

We may disclose information when required or authorised by law, a valid legal process or regulatory obligation, or where otherwise permitted under POPIA. We do not sell personal information as a business practice. Aggregated or de-identified operational information may be used for reporting and improvement where individuals cannot reasonably be identified.

9. International processing and transfers

Some infrastructure, telecommunications routes, cloud platforms or AI technology providers may operate outside South Africa. Where personal information is transferred to a recipient in another country, the responsible party must ensure that the transfer complies with section 72 of POPIA, including an applicable legal basis and adequate safeguards where required.

The countries, recipients and safeguards relevant to a particular customer service should be confirmed in the applicable service agreement or on request. This policy does not represent that all information is hosted exclusively in South Africa.

10. Information security and incidents

We apply appropriate and reasonable technical and organisational measures designed to protect personal information against loss, unauthorised access, misuse, alteration and disclosure. Depending on the system, these may include access controls, authentication, network protections, encryption in transit, monitoring, backups and restricted administrative access. No internet-connected service can guarantee absolute security.

Where we act as an operator and have reasonable grounds to believe that personal information has been accessed or acquired by an unauthorised person, we will notify the responsible party as required by POPIA and the applicable agreement. Where BuzzBox is the responsible party, we will assess and make notifications to the Information Regulator and affected individuals where required by section 22 of POPIA.

11. Retention and deletion

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected or subsequently lawfully processed, or as required or permitted by law, contract or legitimate operational needs. Different retention periods may apply to account records, billing data, call-detail records, recordings, transcripts, website enquiries and security logs.

Where we process information on behalf of a customer, retention and deletion may be governed by the customer's instructions, service settings and applicable agreement. Once retention is no longer justified, information will be deleted, destroyed or de-identified in an appropriate manner, subject to lawful exceptions and backup cycles.

12. Your rights

Subject to POPIA and other applicable laws, you may request confirmation of whether we hold personal information about you, request access to it, request correction or deletion of inaccurate or unlawfully retained information, object to certain processing, withdraw consent where consent is the basis for processing, and object to direct marketing. Rights concerning certain solely automated decisions may also apply.

We may need to verify your identity before acting on a request. Where BuzzBox is processing information solely on behalf of a business customer, we may refer your request to that customer or assist it in responding, as appropriate. Some requests may be limited by lawful retention duties or other statutory exceptions.

13. Direct marketing

We will send electronic direct marketing only where permitted by applicable law, including POPIA's requirements concerning unsolicited electronic communications. Where required, we will obtain consent or rely on a permitted existing-customer exception. You may opt out of marketing at any time using the instructions in a message or by contacting us. Operational, billing and service notices may still be sent where appropriate.

14. Children and special personal information

Our business services are not specifically directed at children. Where children's information or special personal information is processed through a customer's communications workflow, the responsible party must ensure that an applicable legal authorisation exists and that appropriate safeguards are implemented. BuzzBox processes such information only to the extent authorised and necessary for the service.

15. Third-party websites and changes to this policy

Links and embedded services operated by third parties are governed by their own privacy practices, which we do not control. We may update this policy when our services, processing practices or legal obligations change. The latest version will be published on our website with an updated effective date. Material changes will be communicated where required by law.

16. Contact details and complaints

For privacy questions, access requests or complaints, contact: BuzzBox, Petrob House, 343 Surrey Avenue, Ferndale, Randburg, Johannesburg, South Africa. General website contact: info@buzzboxcloud.co.za; telephone: +27 10 444 0003. Dedicated Information Officer contact: Mr Waldo Kara – privacy@buzzboxcloud.co.za.

You may also lodge a POPIA complaint with the Information Regulator (South Africa): POPIAComplaints@inforegulator.org.za; website: https://inforegulator.org.za; telephone: 010 023 5200.

17. Applicable law

This policy is intended to support compliance with the Protection of Personal Information Act 4 of 2013 (POPIA), the Promotion of Access to Information Act 2 of 2000 (PAIA) where relevant, and other applicable South African law. It does not replace any statutory notices, PAIA manual, data-processing agreement or customer-specific privacy notice required for particular processing activities.