

Red Lands Roses SEZ Plc – Privacy Statement

Version 1 – Effective 1st September 2025

Personal Data

At Red Lands Roses SEZ Plc, we are committed to safeguarding all personal data in line with the Kenya Data Protection Act, 2019. The Act defines personal data as information relating to an identified or identifiable natural person, which may include names, identification numbers, location data, online identifiers, or other factors linked to a person's identity.

In practice, this means that any information capable of directly or indirectly identifying someone is considered personal data. This also extends to contact details (such as phone numbers, email addresses, or postal addresses), which are treated as personal data under international standards and the Act.

1. What Personal Data We Collect

Here are the details we will collect depending on our business relationship with you:

- **Customers:** Contact details, company registration details, billing and payment information
- **Suppliers:** Contact details, company registration details, bank/payment information, tax details.
- **Other stakeholders:** Names, contact details, and identification where required (e.g., visitor records).

2. Reason and Basis for Collecting Personal Data

We use personal data only for legitimate business purposes and in accordance with the law, including:

- Performance of a contract – to manage customer and supplier relationships, process orders, payments, and deliveries.
- Compliance with legal obligations – for statutory reporting to government authorities and tax
- Legitimate interests – to ensure security and compliance within our operations.

3. How We Share Data

We may share data only when necessary and lawful, for example:

- With government bodies for statutory reporting.
- With banks and payment providers for transaction processing.



info@redlandsroses.co.ke



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- With logistics or service providers strictly for business operations.
- If required, with regulators or auditors.

We do not sell or misuse personal data.

4. Use of Customer Data for Communication and Marketing

From time to time, Red Lands Roses SEZ Plc may use limited customer information such as company name, logo, or photographs for promotional or partnership purposes.

This may include:

- Featuring business partners or customers on our official website (Our Partners page <https://redlandsroses.com/partners>).
- Sharing content on our verified social media platforms (LinkedIn and Instagram) to highlight collaborations or achievements.

We ensure that:

- Only business-related data (not personal contact details) is used publicly.
- We seek consent or provide an opt-out option before publishing any identifying content.
- No personal data is posted without prior approval.

5. How We Protect Data

- Data is stored securely with access limited to authorized personnel only. Ensure that access register for data on customers and suppliers is mapped.
- We take appropriate organizational and technical measures to protect against unauthorized access, loss, or misuse.

6. How Long We Keep Data

We retain personal data only for as long as it is necessary to meet contractual, legal, or regulatory obligations, or for legitimate business purposes such as maintaining business records and audit trails. Where data is no longer actively used, it is securely archived, and access is restricted. Such dormant data is not shared or processed further, except where required by law.

7. Your Rights

Under the Kenyan Data Protection Act, you have the right to:

- Request access to your personal data.
- Request correction or deletion of your personal data, where applicable.
- Withdraw consent where processing is based on consent.



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8. Contact Us

If you have any questions about how we handle your personal data, please contact our **Data Protection Officer (DPO)**:

Name: Milkah Wambui

E-mail: itadmin@redlandsroses.co.ke

9. Updates to this Statement

This Privacy Statement may be updated from time to time to reflect changes in legal or regulatory requirements. Any updates will be communicated appropriately.



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