

BUTTERFLY PROPERTIES LIMITED PRIVACY POLICY

At **Butterfly Properties Limited** we take data privacy seriously. This privacy policy will help you understand who we are, the information we collect, how we share and use your personal information, the choices you can make concerning the way we can use your information and how you can exercise your privacy rights. The use of information collected through our service shall be limited to the purpose of providing services to our customers and as specified herein.

In this Privacy Policy, when we refer to "we", "us" or "our" "ourselves", we mean the Entity; and when we refer to "you" or "your" we mean you, the person accessing or using the Website.

Article 31 of the Constitution of the Republic of Kenya Section 14 of the Computer Misuse and Cybercrimes Act mandates us to protect your privacy and not to misuse your data or other information.

We may from time to time introduce new products and services and will notify you where such products and services may affect this policy in any way.

Article 1. INFORMATION WE COLLECT

1.1 Information you provide to us

- 1.1.1 We collect information you provide to us directly when you use our services. This includes:
- 1.1.2 *Account information:* When your registration for an account is required, you will be asked to provide certain basic information. This will include your name, email address, username, password, occupation, location, phone number, etc.
- 1.1.3 *Actions you take:* Anytime you use our services we collect information concerning actions you take, including your interactions with content on the site as well as your interaction with other users.
- 1.1.4 *Transactional information:* If you purchase our products and services, you may need to provide us with payment and billing information i.e. account details, credit card details and billing address. We will maintain a record of your billing transactions and purchases, and any communications and responses.
- 1.1.5 *Other information:* We may collect any other information which you may choose to provide to us directly e.g. when you fill out a form, request customer support or otherwise communicate with us and our team.

1.2 Information we collect automatically

- 1.2.1 We may automatically collect information from you when you access or use our services. Such information may include:
- 1.2.2 *Device information:* When you access our services by or through a mobile device (including but not limited to tablets and smart phones) we may access, collect, monitor or remotely store information concerning the device and applications you use to access our services e.g. IP address, your operating system, your browser ID, and other information about your system and connection.
- 1.2.3 *Log data:* our web servers keep log files that record date each time a device accesses our servers. The log files contain data about the nature of each access, including originating IP addresses. We may also access metadata and other information associated with files that you upload to our services.
- 1.2.4 *Product usage data:* Usage data includes the dates and times you access the services and your browsing activities. We also collect information regarding the performance of the services. This helps to facilitate research and analysis on the services in order to improve their content and operation.
- 1.2.5 *Location information:* we may receive and process information about your location. We may also receive location information from you when you choose to share such information on our services,

including by associating your content with a location, or derive your approximate location from other information about you e.g. your IP address.

1.3 Information we collect from other sources

- 1.3.1 We may obtain information about you from third party sources such as public databases, social media platforms, third party data providers and our joint marketing providers. This helps us to update, expand and analyze our records, identify new prospects for marketing and provide products and services that may be of interest to you.

Article 2. HOW WE USE THE INFORMATION WE COLLECT AND RECEIVE

2.1 We use information about you to:

- 2.1.1 Provide, maintain and improve the services;
- 2.1.2 Research and develop new services;
- 2.1.3 Help to protect our safety and the safety of our users, which includes blocking suspected spammers, addressing abuse and enforcing our policies;
- 2.1.4 Send you technical notices, updates, security alerts, invoices and other support and administrative messages;
- 2.1.5 Provide customer services;
- 2.1.6 Communicate with you about products, services, offers, promotions and events, and provide other news and information we think will be of interest to you;
- 2.1.7 Monitor and analyze trends, usage and activities in connection with our services; and
- 2.1.8 Personalize the services and advertisements, content and features that match user profiles or interests.

Article 3. INFORMATION SHARING/DISCLOSURE

3.1 We do not share your personal information with third parties except in one of the following circumstances:

- 3.1.1 *With linked services:* If you link your account with a third-party service, any information you authorize will be shared with that third party.
- 3.1.2 *With our partners:* We may share information with vendors, consultants, and other service providers who need access to such information to carry out work for us. Their use of personal data will be subject to appropriate confidentiality and security measures.
- 3.1.3 *To comply with the law:* We may share information in response to a request for information if we believe disclosure is in accordance with, or required by, any applicable law, regulation, legal process or governmental request, including, but not limited to, meeting national security or law enforcement requirements. To the extent the law allows it, we will attempt to provide you with prior notice before disclosing your information in response to such a request.
- 3.1.4 *In an emergency:* We may share information where we believe it may be necessary to prevent imminent and serious bodily harm to a person.
- 3.1.5 *To enforce our policies and rights:* We may share information if we believe your actions are inconsistent with our user agreements, and policies, or to protect our rights, property and safety, and the rights, property and safety of others.
- 3.1.6 *With your consent:* We may share information about you with your consent or at your direction.
- 3.1.7 *Aggregated or de-identified information:* We may share information about you that has been aggregated or anonymized such that it cannot reasonably be used to identify you.
- 3.1.8 *Advertisers:* We may partner with third-party advertisers and ad networks to deliver advertising and content targeted to your interests.

Article 4. USE OF COOKIES

4.1 We use cookies and similar tracking technologies to track user traffic patterns and hold certain registration information.

4.2 Examples of cookies we use:

4.2.1 *Session cookies*- these are essential for the operation of our site and enables users to access all content and features on the site.

4.2.2 *Preference cookies*- these used to remember your preferences.

4.2.3 *Advertising cookies*- used to serve you with advertisements that may be relevant to you and your interests.

4.2.4 *Security cookies*- used to authenticate users, prevent fraudulent use of login credentials and protect user data from access by unauthorized parties.

4.2.5 You can control or reset your cookies through your web browser which will allow you to customize your cookie preferences and to refuse all cookies or to indicate when a cookie is being sent.

Article 5. DATA SECURITY

5.1 We follow generally accepted standards together with the Computer Misuse and Cybercrimes Act of 2018 to protect the personal information submitted to us, both during transmission and once it is received. Nevertheless, no security measure is perfect. We recommend that you safeguard your password as it is an easy way to manage your account's security.

Article 6. CHANGES TO THE PRIVACY POLICY

6.1 This policy may be updated from time to time to reflect changes to our information practices. In case of any material changes, we will provide notice on this website and we may notify you via email, prior to the change taking effect. We encourage you to periodically review this page for the latest information on our privacy practices. If you continue to use the services after those changes are in effect, you agree to the revised policy.

Article 7. COMMUNICATIONS

7.1 We may need to communicate with you for a variety of different reasons, including:

7.1.1 Responding to your questions and requests. If you contact us with a problem or question, we will use your information to respond.

7.1.2 Sending you service and administrative emails and messages. We may contact you to inform you about changes in our services, our service offerings, and important service related notices, such as billing, security and fraud notices.

7.1.3 Sending emails about new products or other news about us that we think you'd like to hear about either from us or from our business partners.

7.1.4 Conducting surveys: We may use the information gathered in the surveys to enhance and personalize our products, services, and websites.

Article 8. RESOLVING COMPLAINTS

8.1 If you have any concerns about how your User Personal Information is being handled, you may contact us with the subject "Privacy Concerns". We will respond promptly.

Article 9. DISPUTE RESOLUTION PROCESS

- 9.1 Most customer concerns can be resolved quickly and to the customer's satisfaction by contacting our Customer Care Center. **In the unlikely event that the Customer Care Center is unable to resolve your complaint to your satisfaction (or if it has not been able to resolve a dispute it has with you after attempting to do so informally), we shall agree to resolve those disputes through binding arbitration rather than in a court of general jurisdiction.** Arbitration is less formal than a lawsuit in court. Arbitration uses a neutral arbitrator instead of a judge and allows for more expeditious settlement of claims than a court does, and is subject to very limited review by courts.
- 9.2 In the unlikely event that a dispute arises between you and ourselves regarding our handling of your User Personal Information, we will do our best to resolve it. If we cannot, the claims will be referred to mediation, before, and as a condition precedent to, the initiation of any adjudicative action or proceeding, including arbitration determined under the Arbitration Act 1995 and the Rules of the Kenya Branch of the Chartered Institute of Arbitrations (the "Rules") (which Rules are deemed to be incorporated in this Agreement), by delivering a written notice to such effect to all other Parties.