

Merchant Privacy Policy

This Privacy Policy describes how **Keychat** ("we", "us", or "our") collects, uses, and protects the information of business owners and operators ("**Merchants**", "**you**") who use our platform to manage their WhatsApp-based commerce, engagement, and marketing systems.

As a South African-based platform, we are committed to the **Protection of Personal Information Act (POPIA)** and ensuring your business data is handled with transparency and integrity.

1. Information We Collect from Merchants

To manually set up and maintain your Keychat instance, we collect the following "Personal Information" as defined by POPIA:

- **Business Profile Data:** Restaurant or business name, physical address for delivery zones, and contact details.
- **Menu & Catalog Information:** Details of your products, pricing, and availability provided during our manual configuration phase.
- **Integration Credentials:** API keys for third-party services like **Paystack** to facilitate your direct payments.
- **Operational Data:** Order history, customer lists, and engagement metrics generated through your use of our MeteorJS and MongoDB-based platform.

2. How We Use Your Data

We process your information to deliver on our "Personalize, Incentivize, Engage" mantra:

- **Service Delivery:** To configure your custom WhatsApp ordering link and web-based checkout experience.
- **Automation:** To power **BullMQ-based** workflow automations, including welcome flows and re-engagement campaigns for your customers.
- **ROI Proofing:** To analyze performance data and prove that your direct WhatsApp ordering is outperforming 30% commission platforms.
- **Support:** To provide manual troubleshooting and feedback loops during our controlled rollout phase.

3. Data Ownership & Customer Relationships

A core value of Keychat is that **you own the customer relationship**.

- **Merchant Ownership:** We act as a "Service Provider" (Operator) for the customer data you collect; you remain the "Responsible Party" under POPIA.
- **No Data Selling:** We do not sell your customer lists or business insights to third parties.
- **Direct Access:** We provide you with the insights and tools to reach your regulars directly

without intermediaries taking a cut of the data or the revenue.

4. Security & Storage

- **Infrastructure:** Your data is stored securely using our MongoDB and MeteorJS stack.
- **Access Control:** Access to your Merchant dashboard and customer data is restricted to authorized personnel during the manual setup and support phases.
- **Payment Security:** We do not store sensitive payment card data; all financial transactions are handled securely by **Paystack**.

5. Your Rights as a Merchant

Under POPIA, you have the right to:

- **Access and Correction:** Request a record of the personal information we hold about your business.
- **De-registration:** Request the deletion of your account and associated business data, subject to South African tax and record-keeping laws.
- **Object to Processing:** You may object to certain types of data processing, though this may limit our ability to automate your marketing or integrate with your POS.

6. Contact Us

For any privacy-related inquiries or to reach our Information Officer, please contact the Keychat team directly through your established support channel.