



PRIVACY POLICY

Effective Date: 4 February 2026

Atlantic Eye Research Foundation ("we", "our", or "us")

The Atlantic Eye Research Foundation ("we", "us", or "our") is committed to protecting the privacy and security of our website visitors and donors. This Privacy Policy outlines how we collect, use, disclose, and protect your information when you visit our website www.atlanticeyefoundation.org.

1. Information We Collect

We collect personal and non-personal information in the following ways:

a. Personal Information

You may voluntarily provide us with personal information, such as:

- Name
- Email address
- Mailing address
- Phone number
- Payment information (for donations)
- Any other details you submit through our forms

b. Non-Personal Information

We may automatically collect certain data about your visit:

- IP address
- Browser type
- Device information
- Pages visited and time spent
- Referral source

This information helps us analyse trends and improve user experience.

2. How We Use Your Information

We use the information we collect for purposes including:

- Processing and acknowledging donations
- Responding to inquiries or requests
- Sending newsletters or updates (only with your consent)
- Improving website functionality and content
- Complying with legal obligations

3. Donations and Payment Processing

When you make a donation, your payment information is processed securely by a third-party payment processor (e.g. Snapscan). We do not store your full credit card information on our servers. Please refer to the processor's privacy policy for more details.

4. Sharing of Information

We do not sell, trade, or rent your personal information to third parties. We may share information:

- With trusted service providers who assist in operating our site and services (under confidentiality agreements)
- To comply with legal obligations or enforce our rights
- In the event of a merger or transfer of organizational assets

5. Cookies and Tracking Technologies

We may use cookies and similar technologies to enhance site functionality and collect aggregate usage data. You can adjust your browser settings to refuse cookies, but some features of the site may not function properly.

6. Email Communications

If you sign up for updates or newsletters, we may use your contact information to send occasional communications. You can opt out at any time by clicking the "unsubscribe" link in any email or by contacting us directly.

7. Data Security

We implement industry-standard security measures to protect your information. However, no method of transmission over the internet or method of storage is 100% secure. We cannot guarantee absolute security but strive to safeguard your data responsibly.

8. Children's Privacy

Our website is not intended for children under the age of 13. We do not knowingly collect personal data from children. If we learn that we have collected information from a child without parental consent, we will take steps to delete it.

9. Links to External Sites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites. We encourage you to review their privacy policies.

10. Your Rights and Choices

Depending on your location, you may have rights under privacy laws, such as POPIA, including the right to:

- Access your personal information
- Correct or delete your data
- Withdraw consent
- Request restriction or objection to processing

To exercise your rights, contact us at:

hello@atlanticeyefoundation.org

1 Mediterranean St, Foreshore, Cape Town, 8000

11. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with the updated effective date. Continued use of our site after any changes constitutes acceptance of the new terms.