

THE AISLE: PRIVACY POLICY

Welcome to The Aisle, a platform owned and operated by Invictus Tech Limited (“we,” “us,” or “our”). We are committed to protecting your personal information and your right to privacy. This Privacy Policy effective this 10 day of December, 2025 (“*Effective date*”) explains how we collect, use, disclose, and safeguard your information when you use our website and services. By using The Aisle (<https://www.theaisle.africa>), you agree to the terms of this Privacy Policy. If you do not agree, **DO NOT USE** the platform.

Note: This policy must be read and applied together with the Terms and Conditions. All terms used herein shall have the meanings assigned to them in Terms and Conditions.

1. Who This Policy Applies To

a. This Privacy Policy applies to:

- i. Couples/clients using the platform to discover wedding vendors or manage their planning.
- ii. Vendors offering products or services through the platform.
- iii. Website administrators, authors, and contributors who manage or create content.
- iv. Visitors who browse or interact with the Platform without creating an account.

2. Information We Collect

a. We collect the following categories of data:

i. **Personal Information**

1. Full name
2. Email address
3. Phone number
4. Location (city, country)
5. Profile photos or other uploaded media
6. Tax Identification Number (this applies to vendors only)

ii. **Account Details**

1. Login credentials (secured and encrypted)
2. User role (e.g., Couple, Vendor, Administrator, Contributor)
3. Subscription details (where applicable).

3. Payment Information

- a. All payments are processed exclusively through Flutterwave. We do not store your Visa card, mobile money, or banking details or any of your payment details on our servers. Flutterwave may collect:

- i. Visa Card or mobile money details
- ii. Payment confirmations and receipts
- iii. One-time passwords (OTP) for verification or any other information.

b. Automatically Collected Data

- i. IP address
- ii. Device and browser type
- iii. Pages visited, actions taken, and time spent
- iv. Cookies for login and performance (not for advertising purposes).

c. User-Generated Content

- i. Reviews, ratings, and feedback
- ii. Vendor listings inclusive of images, videos, logos, etc.
- iii. Blog article contributions (by authors/contributors), comments, or other shared content

4. How We Use Your Information.

We process your information for the following purposes:

- a. To create and manage your account and profiles.
- b. To facilitate secure payments through Flutterwave.
- c. To provide customer support and respond to inquiries.
- d. To generate EFRIS invoices from the vendor subscriptions to ensure compliance with tax reporting obligations with the Uganda Revenue Authority (URA).
- e. To improve site functionality, design, and user experience.
- f. To analyse usage patterns, performance for system optimization, and usage trends.
- g. To communicate with you on issues concerning your activity or support requests.
- h. To publish or display user-generated content (e.g., vendor listings, reviews).
- i. To enforce these Terms, comply with legal obligations, and prevent misuse or fraud.

5. Direct Messaging and Communications

The Platform provides a messaging feature that allows couples and vendors to communicate directly within the platform.

In connection with this feature:

- a. Messages are stored on our servers and may be retained in accordance with our data retention policies.

- b. We do not actively monitor message content, but reserve the right to review messages in cases of reported abuse, harassment, fraud investigations, or legal compliance
 - c. Users should not share sensitive payment information, passwords, or other confidential data through the messaging system
 - d. Messages may be subject to review in response to legal requests or to enforce our Terms and Conditions.
 - e. We may use aggregated, anonymised messaging data to improve platform functionality and user experience.
 - f. Users acknowledge that while we implement security measures, no electronic communication system is completely secure.
6. Cookies and Tracking Technologies
- a. You can manage cookie preferences in your browser settings. We use cookies and similar technologies to:
 - i. Keep users logged in.
 - ii. Improve functionality, speed, security, performance, and analytics.
 - iii. Collect analytics (e.g., via Google Analytics or similar tools) to understand site usage.
 - b. You can disable cookies in your browser settings, but some features of the Platform may not function properly.
7. Third-Party Services
- a. Vendors listed on this platform may communicate with clients through the Platform's direct messaging feature. We do not permit external third-party vendors not registered on our platform to access information for marketing or solicitation purposes. We shall not be liable for misuse of any information shared outside this platform.
 - b. We may share limited information with trusted third parties strictly for operational purposes, including but not limited to:
 - i. Google Analytics and Google Webmaster Tools for website performance tracking and site management.
 - ii. Flutterwave for payment processing services.

- c. We do not sell, rent, or trade your personal information to third parties for marketing purposes. Vendors cannot directly access user information except through voluntary engagement on the platform.
- d. You acknowledge and agree that:
 - i. Vendors cannot access or extract user personal information except to the extent voluntarily disclosed by the user through engagement on the Platform. For example, vendors cannot see a couple's profile or personal information unless the couple directly contacts them first. Where a couple sends a direct message to a vendor, the vendor will see only the username the couple has chosen to share on the Platform. Vendors cannot view or download a list of all couples who have bookmarked or viewed their services, browse couple profiles, or export/extract couples' contact information.
 - ii. Access to user information is limited to what the user explicitly chooses to share during direct interactions with the Vendor.
 - iii. Any misuse, unauthorized access, or off-platform solicitation by vendors is strictly prohibited and may result in suspension or termination of vendor accounts without liability on our part.
 - iv. While we carefully select third-party providers, we shall not be liable for any acts, omissions, or negligence of such third parties, provided that we have exercised reasonable care in their selection and engagement.

8. Data Retention and Deletion

ACCOUNT DELETION BY USERS

- a. You may delete a listing voluntarily from your dashboard or request to delete your account at any time. To do so, email us at hello@theaisle.africa using your registered email address. Upon receiving such, we will initiate the deletion of the account and all associated data from our active system. Please note that this data may remain in encrypted, system-level backups for security and legal compliance purposes for a period of up to 90 (ninety) days before being permanently removed.

VENDOR ACCOUNTS

- b. Vendor accounts remain active indefinitely as long as the vendor maintains access. Accounts shall not be deleted due to inactivity, however, vendors may delete their accounts at any time, which will remove all associated listings and data as outlined below.

VENDOR LISTINGS

- c. When a paid subscription expires, the listing will automatically be unpublished. However, all listing data, inclusive of images, will be retained on our servers for a grace period of 12 months.
- d. During the 12-month grace period, vendors may renew their listing at any time by logging into their account and purchasing a new subscription.
- e. Vendors will receive periodic email reminders about soon-to-expire listings.
- f. If a listing remains unpublished for 12 (twelve) consecutive months from subscription expiration, the listing and associated data (inclusive of images, descriptions, and metadata) will automatically and permanently be deleted from our servers and database.
- g. Prior to the permanent deletion of the vendors' listing and its associated data, they will receive three final reminders in the following intervals: 30 days prior, 14 days prior, and a final reminder 7 days before deletion.
- h. After permanent deletion, listings cannot be recovered and must be recreated if the vendor wishes to return to the platform.
- i. Free listings shall remain indefinitely published unless the vendor voluntarily unpublishes or deletes them, or violates our terms and conditions.

Couple/Client Accounts

- j. Couple accounts without any login activity for 36 consecutive months will receive an email notification reminding them to reactivate their account. If no action is taken within 30 days of receiving the notification, the account and all associated data will be automatically deleted.
- k. Couples may request immediate account deletion at any time by emailing hello@theaisle.africa.

When listings or accounts are deleted, whether by the user or automatically, all associated data, including images, is permanently removed from our servers and database.

9. Children's Privacy

- a. While our content is suitable for all ages, our services are intended for adult individuals managing or offering wedding services. We do not knowingly collect, solicit, or store personal data from children. If we discover that we have inadvertently collected such data, it will be deleted immediately.
- b. You acknowledge and agree that:
 - i. Parents or guardians are solely responsible for supervising minors' access to the platform.
 - ii. We shall not be held liable for any access to, or misuse of, a minor's information by third parties, including unauthorized vendors, hackers, or other users of the platform.
 - iii. If a minor misrepresents their age or provides false information to gain access, The Aisle shall not be liable for any resulting collection, use, or disclosure of such information.
 - iv. We expressly disclaim responsibility for any indirect, incidental, or consequential damages that may arise from unauthorized use of children's data, whether due to user negligence, third-party breaches, or circumstances beyond our reasonable control.

10. International Users

- a. As a globally accessible platform, your information may be transferred to, stored, or processed in Uganda or other jurisdictions where our service providers operate. By using the platform, you consent to such cross-border transfers, even where privacy protections may differ from your country of residence.

11. Your Rights

- a. Subject to the law, you have the right to:
 - i. Access the personal data we hold about you
 - ii. Request corrections to inaccurate or incomplete data
 - iii. Request that your information be deleted from our database
 - iv. Withdraw consent where processing is based on consent
 - v. Object to processing or request restrictions in certain cases

- vi. File a complaint with a data protection authority (where applicable)
- b. Please email us at hello@theaisle.africa for any privacy-related inquiries or requests.

12. Security of your information

- a. We implement and maintain industry-standard technical and organizational measures designed to safeguard personal information against unauthorized access, disclosure, alteration, or destruction. However, no online system is completely secure, and we cannot guarantee absolute security.
- b. Users are responsible for:
 - i. Maintaining the confidentiality of their login details and passwords.
 - ii. Ensuring secure access to their accounts.
 - iii. Notifying us immediately if they suspect unauthorized access.

13. Legal Disclosures

- a. We may disclose your information in situations required by the law, including to:
 - i. Comply with government or regulatory requests.
 - ii. Protect our legal rights and enforce our Terms
 - iii. Investigate fraud, misuse, or security breaches.
 - iv. For any other lawful purpose.

14. Limitation of Liability

- a. Invictus Tech Limited shall not be liable for:
 - i. Unauthorized access resulting from your failure to secure your account.
 - ii. Breaches or failures of third-party services (e.g., Flutterwave, Google).
 - iii. Loss, misuse, or alteration of information due to events beyond our control (e.g., hacking, cyberattacks, system outages, or force majeure events).
 - iv. Any data breaches, unauthorized access, or disclosures caused by third-party systems, government actions, cyberattacks, or events beyond our reasonable control.
 - v. However, where users report concerns relating to unauthorised access or payment security incidents in accordance with our Terms

and Conditions (Section 7.4), we may review such reports as specified therein. However, this process does not constitute an assumption of liability, and Users shall be solely responsible for how they use and share their personal data.

15. Indemnification

You agree to indemnify and hold harmless Invictus Tech Limited against any claims, damages, or liabilities arising from your negligence, violation of this policy, and the Terms and Conditions.

16. Changes to this Privacy Policy

We may update this policy from time to time without notice to you. We will notify users of material changes by posting a notice on the Platform homepage and/or sending an email to registered users at least 30 days before the changes take effect. For non-material changes, we will update the 'Effective Date' at the top of this page. Continued use of the Platform after changes take effect signifies acceptance of the update policy.

17. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us at:
hello@theaisle.africa
Invictus Tech Limited