
SAFRIDA

ALERT TODAY, ALIVE TOMORROW

Last Updated: October 30, 2025

Privacy & Ethics Policy

1. Introduction

Welcome to SAFRIDA ("we," "our," or "us"). We are committed to protecting your privacy and ensuring the ethical handling of your personal information. This Privacy & Ethics Policy explains how we collect, use, disclose, and safeguard your information when you use our emergency response platform, including our mobile application and related services (collectively, the "Service").

By creating an account or using SAFRIDA, you consent to the data practices described in this policy. We adhere to the highest ethical standards and comply with applicable data protection laws, including the Protection of Personal Information Act (POPIA) of South Africa.

2. Information We Collect

a. Personal Information:

- Full name and identification number
- Contact information (phone number, email address)
- Demographic information (gender, age, preferred language)
- Residential address and saved location data
- Emergency contact information (names, relationship, phone numbers)

b. Emergency Data:

- Real-time location data during an active emergency alert
- Emergency type and user-provided severity information
- Incident descriptions, audio recordings, and media uploads (photos/videos)
- Response team assignment, status, and tracking data
- Call recordings and chat logs with emergency dispatchers

c. Technical and Usage Information:

- Device information (model, operating system, unique device identifiers)
- IP address and network information
- Log data (app crashes, performance data, feature usage)
- Cookies and similar tracking technologies on our website

3. How We Use Your Information

We use the information we collect for the following purposes:

- **Emergency Response:** To coordinate, dispatch, and facilitate emergency services to your precise location during a crisis. This is our primary purpose.
- **Service Communication:** To send you critical security updates, emergency alerts, service notifications, and account-related messages.
- **System Improvement:** To analyze aggregated, anonymized usage patterns to improve our response algorithms, user interface, and overall service reliability.
- **Legal and Safety Compliance:** To comply with legal obligations, respond to lawful requests from authorities, enforce our terms, and protect the rights, safety, and property of our users and the public.

4. Data Sharing and Disclosure

We do not sell your personal data. We may share your information in these limited circumstances:

- With Emergency Services: Essential information (location, nature of emergency, your provided details) is automatically shared with authorized emergency responders to facilitate timely assistance.
- With Your Emergency Contacts: In the event of an emergency, we may notify your designated emergency contacts and provide them with limited information.
- With Trusted Service Providers: We engage third-party vendors who are contractually bound to handle your data securely.
- For Legal Reasons: Where required by law, subpoena, or other legal process.
- With Your Consent: For any other purpose, we will explicitly ask for and obtain your consent.

Critical Emergency Override: During a life-threatening or critical emergency, we may share your location and essential personal information with emergency services without additional, moment-to-moment consent to ensure your immediate safety and the safety of others. This is a core function of our Service.

Terms and Conditions

1. Acceptance of Terms

By creating an account or accessing the SAFRIDA Service, you agree to be bound by these legally binding Terms and Conditions.

2. Service Description and Important Disclaimers

SAFRIDA is an emergency dispatch facilitation tool. It is not a substitute for your own judgment or direct emergency calls where possible.

WE DO NOT GUARANTEE that emergency services will receive your alert, respond, or arrive in time. Response times are subject to factors beyond our control.

YOU ACKNOWLEDGE that the Service's effectiveness depends on the accuracy of the information you provide and the functionality of your device and network.

Important:

These summaries are for presentation. You must read and agree to the full Privacy & Ethics Policy and Terms and Conditions before proceeding.

Contact Information

Data Protection Officer

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