



## Magari Deals Data Privacy Statement

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# INTRODUCTION

**Effective Date:** January 2020

Magari Deals (“we”, “our”, or “us”) is committed to protecting your privacy and ensuring that your personal data is handled lawfully, transparently, and securely.

This Privacy Policy explains how we collect, use, store, and protect your information when you:

- Create an account to **list vehicles** as a dealer or individual seller
- Register as a **buyer** or user on our platform
- Apply for **employment opportunities** with Magari Deals
- Access or interact with our website, digital platforms, or communication channels

This Policy complies with the **Data Protection Act of Kenya (2019)** and applies to all users of Magari Deals websites and associated platforms.

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## 1. DEFINITIONS

For clarity:

- **“Personal Data”** refers to any information that identifies you as an individual.
- **“Dealer” / “Seller”** means individuals or businesses listing vehicles for sale.
- **“Buyer” / “Customer”** means anyone registering to browse, save, or inquire about vehicles.
- **“Job Applicant”** means anyone applying for a role at Magari Deals.
- **“Account”** means the profile created on Magari Deals by a user.
- **“Services”** means all services offered through the Magari Deals website and digital platforms.

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## 2. WHAT PERSONAL DATA WE COLLECT

We collect different types of personal data depending on how you interact with our platform.

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## **A. Data Collected From Car Dealers & Sellers**

- Full names or business name
  - Contact information (email, phone number)
  - Business permits or dealer verification documents
  - Location and physical address
  - Vehicle listing details and photos
  - Account login credentials
  - Payment details (for listing subscriptions)
  - Communication and activity logs
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## **B. Data Collected From Buyers / Registered Users**

- Name
  - Email address
  - Phone number
  - Saved vehicle preferences
  - Inquiry messages to sellers
  - Login credentials
  - Device and browser data
  - Cookies and usage behavior
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## **C. Data Collected From Job Applicants**

- Identity details (name, contact information)
  - CV and professional background
  - Academic and professional certificates
  - References
  - Interview notes
  - Application activity logs
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## **D. Automatically Collected Data (All Users)**

- IP address
- Browser type and version
- Device identifiers
- Location data
- Pages visited
- Cookies and tracking data



- Login/activity timestamps

This information is used for security, fraud detection, performance analysis, and platform improvement.

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### **3. WHY WE COLLECT YOUR DATA (PURPOSES OF USE)**

#### **For Dealers / Sellers**

- To verify your identity and dealer status
  - To publish and manage vehicle listings
  - To connect you with potential buyers
  - To process subscription payments
  - To monitor listing performance
  - To improve your seller experience
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#### **For Buyers / Customers**

- To create and manage your account
  - To enable you to browse and save listings
  - To send your inquiries to dealers
  - To provide alerts on new listings
  - To personalize your browsing experience
  - To prevent fraud or misuse
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#### **For Job Applicants**

- To process your application
  - To verify credentials
  - To schedule interviews
  - To review suitability for employment
  - To comply with legal hiring requirements
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## For All Users

- To comply with applicable laws
  - To protect platform security
  - For analytics, optimization, and system improvements
  - For marketing updates (**only with your consent**)
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## 4. LEGAL BASIS FOR PROCESSING YOUR DATA

We process data under the following legal grounds:

- **Consent**
  - **Contractual necessity**
  - **Legitimate interests** (improving services, fraud prevention)
  - **Compliance with Kenyan law**
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## 5. SHARING YOUR PERSONAL DATA

We may share your personal data with:

✓ **Dealers (when a buyer makes an inquiry)**

✓ **Buyers (when responding to an inquiry)**

✓ **Authorized service providers such as:**

- Cloud hosting providers
- Analytics tools
- Payment processors
- Customer support tools

✓ **Government authorities (when legally required)**

We **do not** sell your personal information.

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## 6. SECURITY OF YOUR DATA

We use technical and organizational measures to protect your data, including:

- Encrypted storage
- Access controls
- Firewalls and security monitoring
- Secure data backups

You are responsible for safeguarding your login credentials.

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## 7. RETENTION OF DATA

We retain data only as long as necessary:

- Dealer & buyer accounts: **Active + 3 years**
- Transaction records: **7 years (legal requirement)**
- Job applications: **12–24 months**
- Email and communication logs: **as necessary for operations**

You may request deletion at any time unless restricted by law.

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## 8. YOUR DATA RIGHTS

Under the Data Protection Act of Kenya, you have the right to:

- Access your personal data
- Correct inaccurate data
- Object to processing
- Request data erasure ("right to be forgotten")
- Withdraw consent at any time
- Request data portability
- Be informed how your data is used

To exercise these rights, email: [privacy@magarideals.co.ke](mailto:privacy@magarideals.co.ke)

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## 9. COOKIES AND TRACKING TECHNOLOGIES

We use cookies to:

- Improve website performance
- Remember user preferences
- Personalize content
- Provide analytics and security

You may disable cookies, but some features may not work correctly.

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## 10. CHILDREN'S PRIVACY

Magari Deals does not target or knowingly collect information from persons under 18.

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## 11. UPDATES TO THIS PRIVACY POLICY

Magari Deals may update this policy to reflect operational, legal, or regulatory changes. Updates will be posted on our website, and continued use of our platform constitutes acceptance of those changes.

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## 12. CONTACT INFORMATION

For questions, data requests, or concerns:

 [privacy@magarideals.co.ke](mailto:privacy@magarideals.co.ke)

 [www.magarideals.co.ke](http://www.magarideals.co.ke)

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