

Privacy Policy

Effective Date: 25/03/2025

Zatra Consultants ("we", "our", or "us") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website <https://www.zatra.co>, in accordance with international data protection laws, including the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and other applicable regulations.

1. Information We Collect

We may collect the following types of personal information:

- **Personal Identifiers:** Name, email address, phone number, mailing address, job title, etc.
- **Technical Data:** IP address, browser type, device information, operating system, referral URLs, and website usage data.
- **Cookies and Tracking Technologies:** To enhance user experience and analyze site usage. You can control cookie preferences in your browser settings.

2. How We Use Your Information

We use your information to:

- Provide and maintain our services
- Respond to inquiries or service requests
- Improve our website and services
- Send newsletters or updates (only if you've opted in)
- Comply with legal obligations

3. Legal Bases for Processing (GDPR)

We process your personal data based on the following legal grounds:

- Your consent

- Performance of a contract
- Compliance with legal obligations
- Legitimate interests

4. Sharing Your Information

We do not sell your personal data. We may share your information with:

- Service providers who support our website and operations
- Legal authorities, if required by law
- Affiliates or successors in case of a merger or acquisition

All third parties are contractually obligated to protect your data.

5. International Data Transfers

Your data may be transferred and stored outside your country. Where applicable, we ensure such transfers are compliant with GDPR and other legal frameworks through appropriate safeguards like Standard Contractual Clauses.

6. Your Rights

Depending on your location, you have the right to:

- Access the personal data we hold about you
- Request correction or deletion
- Object to or restrict processing
- Withdraw consent at any time
- File a complaint with a data protection authority

To exercise these rights, contact us at [insert email address].

7. Data Retention

We retain your information only as long as necessary for the purposes outlined in this policy, or as required by law.

8. Security Measures

We implement appropriate technical and organizational measures to protect your personal data from unauthorized access, disclosure, alteration, or destruction.

9. Third-Party Links

Our website may contain links to third-party sites. We are not responsible for the privacy practices of those sites.

10. Children's Privacy

Our services are not directed to individuals under 16. We do not knowingly collect personal data from children.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The revised version will be posted on this page with an updated effective date.

12. Contact Us

If you have any questions or concerns about this Privacy Policy or your personal data, please contact us at:

Zatra Consultants

Email: info@zatra.co

Address: Mwenge Tower, Sinza A, Dar Es Salaam

By using our website, you consent to the terms of this Privacy Policy.