



**SmartBusiness**



# **PRIVACY POLICY**

*Last Updated: February 28, 2026*



## 1. INTRODUCTION AND SCOPE

**Peculiar Enterprises Company Limited** (“the Company,” “PeL,” “We,” “Us”) respects your privacy and is committed to protecting your personal and business data. This Privacy Policy explains how **SmartBusiness** (“the Application”) collects, uses, discloses, and safeguards your information when you use our cloud-based bookkeeping and business management services.

By creating an account or using SmartBusiness, you consent to the data practices described in this policy. If you do not agree with any part of this policy, you must immediately discontinue use of our services.

## 2. INFORMATION WE COLLECT

To provide a comprehensive bookkeeping experience, we collect information that identifies you or your business (“Personal Information”).

### 2.1 Information You Provide Directly

- **Account Data:** Name, email address, phone number, and physical business address.
- **Business Data:** Financial records, tax identification numbers, employee names, and transaction history entered into the application.
- **Support Data:** Records of correspondence when you contact our customer success team at [pel@pel.tz](mailto:pel@pel.tz).

### 2.2 Information Collected Automatically

- **Log Data:** IP addresses, browser type, operating system, and time-stamped logs of your activity within the application.
- **Usage Patterns:** We track how you navigate the app to identify which features are most valuable and where we can improve performance.

## 3. COOKIES AND TRACKING TECHNOLOGIES

SmartBusiness utilizes cookies and similar tracking technologies (such as web beacons and pixels) to:

- **Authenticate Users:** Keep you logged in as you move between pages.
- **Analyze Performance:** Monitor server load and page response times.
- **Personalize Experience:** Remember your display preferences (e.g., currency or language).

**Your Choice:** You can instruct your browser to refuse all cookies. However, if you do not accept cookies, you may not be able to use some portions of the SmartBusiness application.



#### 4. HOW WE USE YOUR INFORMATION

We use the collected data for the following specific purposes:

- **Service Delivery:** To maintain your ledgers, generate financial reports, and process invoices.
- **Communication:** To send you service updates, security alerts, and billing notifications.
- **Technical Support:** To troubleshoot issues, you report and improve system stability.

#### 5. DATA SHARING AND DISCLOSURE

**Peculiar Enterprises Company Limited does not sell, rent, or trade your personal or business data to third parties.**

We share data only in the following limited circumstances:

- **Service Providers:** We may use vetted third-party companies (e.g., cloud hosting or payment processors) to facilitate our services. These partners are contractually bound to protect your data.
- **Business Transfers:** In the event of a merger, sale, or acquisition, your data may be transferred as a business asset, subject to the same privacy protections.

#### 6. DATA OWNERSHIP AND SECURITY

##### 6.1 Your Ownership

You remain the sole owner of all financial and business data you input into SmartBusiness. We act only as a **Data Processor** on your behalf.

##### 6.2 Security Measures

We implement industry-standard security protocols, including:

- **Encryption:** Data is encrypted during transit (SSL/TLS) and at rest on our servers.
- **Access Control:** Only authorized PeL personnel have access to system back-ends, and only when necessary for maintenance or support.
- **Backups:** We perform regular automated backups to prevent data loss.

**User Responsibility:** You are responsible for maintaining the strength and confidentiality of your account password.



## 7. USER RIGHTS

Under applicable data protection laws, you have the following rights:

- **Access & Export:** You may request a copy of the personal data we hold about you.
- **Correction:** You may update or correct inaccurate information at any time via the app settings.
- **Deletion:** You may request the deletion of your account and associated personal data, subject to our legal record-keeping requirements.

## 8. DATA RETENTION

We retain your information for as long as your account is active. If you terminate your subscription, we will store your data for a grace period of **one year** to allow for export or reactivation. After this period, data may be permanently deleted from our active databases.

## 9. CHANGES TO THIS POLICY

We reserve the right to update this Privacy Policy periodically to reflect changes in our practices or legal requirements. Updates will be posted on this page with a new "Last Updated" date. We encourage you to review this policy regularly.

## 10. CONTACT US

If you have questions about this policy or wish to exercise your data rights, please contact our Data Protection Officer:

- **Email:** pel@pel.tz
- **Address:** Peculiar Enterprises Company Limited, Tanzania.