Privacy Policy

Effective Date: 01 September 2025
Last Updated: 01 November 2026

1. Introduction

This Privacy Policy describes how CL Wyeth t/a Wyzelink collects, uses, and shares information when you use our WyzeSales Application (the "Service"). By using our Service, you agree to the collection and use of information in accordance with this policy.

2. Information We Collect

2.1 Personal Information

We may collect the following types of personal information:

- Name and contact information (email address, phone number)
- Account credentials (username, password)
- Profile information you choose to provide
- Payment information (processed securely through third-party payment processors)
- Company and billing details of our clients
- Client Data: business information supplied from your ERP or accounting system, such as sales figures and the names, account codes and contact details of your customers, items, sales people and branches

2.2 Usage Data

We automatically collect certain information when you use our Service:

- IP address and device identifiers
- Browser type and version
- Pages visited and time spent on pages
- Referring website addresses
- Operating system and device information
- Log files and usage patterns

2.3 Cookies and Tracking Technologies

We use cookies, web beacons, and similar tracking technologies to:

- Remember your preferences and settings
- Analyze usage patterns and improve our Service
- Provide personalized content
- Ensure security and prevent fraud

3. How We Use Your Information

3.1 Our Use of Information

We use the collected information for the following purposes:

- To provide, maintain, and improve our Service
- To process transactions and send related information
- To communicate with you about updates, security alerts, and support messages
- To personalize your experience and deliver relevant content
- To analyze usage trends and optimize performance
- To detect, prevent, and address technical issues and security threats
- To produce optional AI Insights and Wyze Owl answers for companies that have switched them on (see section 4.4)
- To comply with legal obligations and enforce our terms of service

3.2 Client Data

Where we process Client Data for a client company, that company decides why and how its Client Data is used, and we process it only to provide the Service to that company and on its instructions. By giving us Client Data, the client company confirms that it is entitled to do so and that it has informed the people concerned as the law requires. We do not sell Client Data and we do not use it for our own marketing.

4. Information Sharing and Disclosure

We do not sell, trade, or rent your personal information to third parties. We may share your information in the following circumstances:

4.1 Service Providers

We may share information with trusted third-party service providers who assist us in:

- Payment processing
- Data analytics and website optimization
- Customer support
- Email delivery and communication services
- Cloud hosting and data storage

4.2 Legal Requirements

We may disclose your information if required by law or in response to:

- Legal process or government requests
- Protection of our rights, property, or safety
- Investigation of fraud or security issues
- Enforcement of our terms of service

4.3 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred to the new entity.

4.4 AI Insights and Wyze Owl (Optional)

AI Insights and Wyze Owl are switched on for a company only after that company has agreed in writing. When AI Insights is on and a user asks for a briefing, WyzeSales calculates the figures itself and then sends a summary of those figures to a third-party AI service provider (currently Anthropic) so that the provider can write the explanatory wording. When Wyze Owl is on and a user asks a question, the question, the earlier questions and answers in the same conversation, and the results of WyzeSales' own look-ups (summaries of sales figures) are sent to the same provider so that it can answer.

These summaries can include the names and account codes of the customers, items and sales people concerned, and dates such as the last order date. We do not send login details or payment information, and we do not send any other ERP data. A user can only get wording or answers about the data that user is allowed to see. Briefing wording is stored in your WyzeSales account so that it can be shown again without being regenerated. Wyze Owl questions are kept, with the user, the time and whether they were answered, so that we can show usage, bill the AI tier and improve the feature; the answers are not stored. The provider may process this information outside South Africa (see section 9). A company can ask us to switch these features off at any time.

5. Data Security

We implement appropriate technical and organizational security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. These measures include:

- Encryption of data in transit and at rest
- Regular security assessments and updates
- Access controls and authentication procedures
- Read-only access to your ERP database, with logins shared only through secure channels that we agree with you
- Employee training on data protection practices

However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

6. Data Retention

We retain your personal information for as long as necessary to:

- Provide our Service to you
- Comply with legal obligations
- Resolve disputes and enforce agreements
- Meet legitimate business purposes

When your information is no longer needed, we will securely delete or anonymize it.

When a client's agreement ends we remove our access to its systems and may delete or anonymise its Client Data and account data, subject to our legal obligations.

7. Your Rights and Choices

Under the Protection of Personal Information Act, 2013 (POPIA) and similar laws that may apply to you, you may have the following rights regarding your personal information:

7.1 Access and Portability

- Request a copy of the personal information we hold about you
- Receive your information in a structured, machine-readable format

7.2 Correction and Updates

- Update or correct inaccurate personal information
- Complete incomplete information

7.3 Deletion

- Request deletion of your personal information (subject to legal obligations)
- Close your account and remove associated data

7.4 Restriction and Objection

- Restrict processing of your information in certain circumstances
- Object to processing based on legitimate interests

7.5 Cookie Controls

You can control cookies through your browser settings and may:

- Block all cookies or specific types of cookies
- Delete existing cookies
- Set preferences for future cookie acceptance

Note that disabling cookies may limit certain features of our Service.

7.6 Complaints

If you are not satisfied with how we handle your personal information, please contact us first at support@wyzesales.com. You also have the right to complain to the Information Regulator (South Africa).

8. Children's Privacy

Our Service is a business service and is not intended for children (anyone under the age of 18). We do not knowingly collect personal information from children. If we discover that we have collected information from a child, we will delete such information immediately.

9. International Data Transfers

Your information may be transferred to and processed in countries other than your country of residence. This includes processing by our cloud hosting providers and, for companies that have switched on AI Insights or Wyze Owl, by our AI service provider (see section 4.4). Where this happens we take steps to make sure that the recipient is bound to protect your information to a standard that is substantially similar to the protection given by POPIA and other applicable data protection laws.

10. Third-Party Links and Services

Our Service may contain links to third-party websites or integrate with third-party services. This Privacy Policy does not apply to those external sites or services. We encourage you to review the privacy policies of any third-party services you access.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any material changes by:

- Posting the updated policy on our website
- Sending an email notification to registered users
- Displaying a notice within our Service

Your continued use of the Service after such modifications constitutes your acceptance of the updated Privacy Policy.

12. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

CL Wyeth t/a Wyzelink
Email: support@wyzesales.com
Address: 65 Firmount Road, Briza, Somerset West, Western Cape, South Africa, 7130
Phone: +27 62 184 7381