

Privacy Notice

Your privacy matters to us.

Version 1.0

Effective Date: 01 July 2026



This Privacy Notice sets out how Laiki Technology Limited, trading as Afritrack, collects, uses, shares and protects personal data. It applies to website visitors and other people who interact with us or our services.

01 Who We Are

Laiki Technology Limited, trading as Afritrack, is a company registered in Tanzania. We provide IoT solutions to help businesses operate smarter, safer and more efficiently.

02 How to Contact Us

If you have any questions or concerns about this Privacy Notice or how we handle your data, please contact us at:

✉ info@afritrack.com

📍 Dar es Salaam, Tanzania

03 Scope of This Notice

This notice applies to our website, services, and interactions with us, including enquiries, purchases, events and marketing communications.

04 Personal Data We Collect

We collect personal data such as your name, contact details, company information, job title and other information you provide when you engage with us.

05 How We Collect Personal Data

We collect data through forms on our website, service interactions, communications, events and from trusted third parties.

06 Why We Use Personal Data

We use your data to provide our services, respond to enquiries, improve our products, send relevant communications and for business and legal purposes.

07 Legal Bases for Processing

We process your data based on your consent, our legitimate interests, contract performance and legal obligations.

08 Cookies and Similar Technologies

We use cookies and similar technologies to improve your experience, analyse website performance and support our marketing efforts.

09 Automated Processing and Profiling

We may use automated decision-making and profiling to personalise your experience, subject to applicable data protection laws.

10 How We Share Personal Data

We may share your data with service providers, partners, regulatory authorities and in certain cases, trusted third parties who help us deliver our services.

11 Cross-Border Transfers

Where necessary, we may transfer your data outside Tanzania, ensuring appropriate safeguards are in place to protect your information.

12 Data Retention

We keep your personal data only for as long as necessary for the purposes set out in this notice or as required by law.

13 How We Protect Personal Data

We use industry-standard security measures, including encryption, access controls and regular monitoring, to protect your data from unauthorised access, loss or misuse.

14 Your Privacy Rights

You have the right to access, correct, delete, restrict or object to the processing of your personal data, where applicable.

15 Children's Privacy

Our services are not intended for children under 16. We do not knowingly collect personal data from children.

16 Complaints

If you believe we have not addressed your privacy concerns, you can make a complaint to the relevant data protection authority in Tanzania.

17 Updates to This Notice

We may update this Privacy Notice from time to time. The latest version will always be available on our website.

18 Our Commitment to You

We are committed to protecting your personal data and earning your trust. Your privacy matters to us, and we take it seriously.