

HER GOLDEN ERA Privacy Policy

Website Privacy & Data Protection Notice

This document is intended for publication on the Her Golden Era website. It is drafted for a global audience and reflects the Global Audience context.

1. Who We Are

Effective Date: July 1, 2026. Her Golden Era is a global digital media and lifestyle platform serving women 35+, with particular editorial relevance to Black women across Africa and the global diaspora. The website may publish articles, interviews, newsletters, podcasts, videos, events, advertising, sponsored content, resources, links and other media. The website and its related digital publishing activities are operated by **Sugar Bay Studios** ("Sugar Bay Studios," "we," "us," or "our").

For privacy questions or requests, please use the contact information or contact form provided on the Her Golden Era website. If a dedicated privacy contact is later established, this policy may be updated to identify it.

2. Information We Collect

We may collect information you provide directly, such as your name, email address, account or subscription details, event registration information, correspondence, survey responses, comments, and other information you voluntarily submit.

We may also collect technical and usage information, such as IP address, browser and device information, approximate location derived from technical data, pages viewed, referring pages, dates and times of visits, and interactions with our website.

Where you make a purchase or register for an event, payment information may be processed by third-party payment providers. We generally do not need to store complete payment-card details ourselves.

3. How We Use Personal Information

We may use information to operate and improve the website; deliver newsletters or requested communications; manage subscriptions, registrations and events; respond to enquiries; personalize content; measure website performance; understand audience interests; prevent fraud, abuse and security incidents; comply with legal obligations; and communicate about services, partnerships or opportunities where permitted.

We seek to follow privacy principles including transparency, purpose limitation, data minimisation, accuracy, appropriate security and storage limitation. These principles are consistent with recognized data-protection requirements, including Tanzania's Personal Data Protection Act, 2022 and, where applicable, the GDPR.

4. Legal Bases Where GDPR Applies

Where the GDPR applies, we may rely on consent, performance of a contract, compliance with legal obligations, protection of vital interests, or legitimate interests, as appropriate to the processing.

Where processing is based on consent, you may withdraw consent at any time. Withdrawal does not affect processing that was lawful before consent was withdrawn.

5. Newsletters and Marketing

If you subscribe to a newsletter or marketing communication, we may use your email address to send the requested communications and related information. You can unsubscribe at any time by using the unsubscribe mechanism in the message or by contacting us.

We do not intend to sell your personal information as a standalone mailing list. We may use service providers to deliver email, analytics, hosting, advertising or other business functions.

6. Cookies and Similar Technologies

Her Golden Era may use cookies, pixels, tags, local storage and similar technologies for essential website functions, analytics, preferences, security and, where permitted, advertising or measurement. See our Cookie Policy for more detail.

7. Third-Party Services and Links

The website may contain embedded content, social-media features, analytics tools, advertising technology, payment services, email platforms, event platforms and links to third-party websites. Those third parties may process information under their own privacy policies.

We are not responsible for the privacy practices or security of third-party websites or services that we do not control.

8. International Data Transfers

Because Her Golden Era serves a global audience and may use service providers in different countries, personal information may be processed outside your country of residence. Where applicable law requires safeguards for international transfers, we will seek to use appropriate safeguards.

9. Data Retention

We retain personal information only for as long as reasonably necessary for the purposes described in this policy, to maintain business and legal records, resolve disputes, enforce agreements, and comply with legal obligations. Retention periods vary according to the type and purpose of the information.

10. Security

We use reasonable administrative, technical and organizational measures designed to protect personal information against unauthorized access, loss, misuse, alteration or disclosure. No internet transmission or storage system can be guaranteed to be completely secure.

11. Your Privacy Rights

Depending on where you live and the law that applies, you may have rights to access, correct, delete, restrict or object to certain processing of your personal information; request portability; withdraw consent; and lodge a complaint with an applicable data-protection authority.

To exercise a privacy right, contact us through the website and provide enough information for us to understand and process the request. We may need to verify identity before completing certain requests.

12. Children

Her Golden Era is intended for a general adult audience and is not directed to children. We do not knowingly seek to collect personal information from children in circumstances where applicable law prohibits such collection.

13. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in the website, technology, business practices or law. The effective date at the top of this document will indicate the latest version.

14. Contact

Privacy questions and requests may be submitted through the contact facility made available on the Her Golden Era website at **hergoldenera.com**.

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