

Introduction: ATFF respects the privacy of all users accessing www.atfftrade.africa. As a digital trade operating system supporting SMEs, exporters, buyers, logistics providers, financial institutions, and government stakeholders, ATFF collects personal and business data necessary to facilitate AfCFTA-enabled trade, business registration, documentation, Rules of Origin readiness, and institutional reporting.

By using ATFF, creating an account, or submitting trade information, you acknowledge that you have read and understood this Privacy Policy.

1. INFORMATION WE COLLECT

Personal & Business Info

- **Personal:** Name, email, phone, role, nationality, login credentials, identity verification.
- **Business:** Name, reg/tax ID, address, sector, ownership, product categories, export readiness, certifications.

Trade & Transaction Data

- Product listings & HS codes
- Country of origin/production
- Buyer inquiries & RFQs
- Order & logistics requests
- Trade finance applications
- Shipment tracking & payments

Tech & Uploaded Docs

- **Docs:** Reg/tax docs, invoices, permits, CoO support docs, logistics/finance records.
- **Tech:** IP address, browser/device type, cookies, dashboard activity, error & security logs.

IMPORTANT NOTICE ON CERTIFICATES OF ORIGIN

While ATFF collects data for Rules of Origin and Certificate of Origin support (raw materials, supplier declarations, processing info), ATFF does NOT issue official Certificates of Origin. Official issuance, validation, and verification remain the sole responsibility of the relevant Designated Competent Authority.

2. PROCESSING & SHARING

How We Use Information

- Create accounts & verify profiles
- Enable product listings & interactions
- Support trade & origin workflows
- Connect SMEs to logistics & finance
- Provide dashboards, reports & analytics
- Detect fraud & ensure security
- Comply with legal/regulatory rules

Legal Basis for Processing

- User consent
- Performance of requested services
- Fulfillment of contractual obligations
- Compliance with legal obligations
- Legitimate business interests
- Protection of platform security
- Public interest/institutional reporting

How Information is Shared

Shared only where necessary for operations:

- Trade buyers, sellers & logistics
 - Selected finance partners
 - Govt agencies & National Nodes
 - Designated Competent Authorities
 - Tech & identity verification partners
- * ATFF will not sell personal data to advertisers.

3. USER RIGHTS & PROTECTION

User Control & Privacy Choices

- Update account info
- Correct inaccuracies
- Request data access
- Request data deletion
- Withdraw consent
- Restrict processing
- Manage communications
- Manage cookie preferences

Document Retention & Data Security

- **Retention:** Kept for required audit, legal, or trade purposes. Origin-related records may be retained for up to 5+ years.
- **Security:** Protected via secure logins, encryption, role-based access, and audit logs. Users must secure their own credentials.

Cross-Border Processing

As a global platform, data may cross jurisdictions. ATFF applies appropriate safeguards consistent with data protection requirements.

Third-Party Links

ATFF links to external payment, logistics, and government systems. We are not responsible for their privacy practices. Review their policies before use.

Children & Updates

ATFF is strictly for business/professional users with legal capacity. This policy may be updated periodically, with revisions posted on the site.

Contact for Privacy Requests

For privacy-related questions, data requests, or concerns, please contact us:

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