

# PRIVACY POLICY

**Last Updated:** December 2025

## 1. Introduction

Welcome to LIFE-MAC Africa ("we," "our," or "us"). We are committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and share your personal information when you visit our website [www.lifemac.org], donate, or partner with us.

We operate in accordance with the **Data Protection Act, 2012 (Act 843)** of Ghana and adhere to international best practices, including principles similar to the General Data Protection Regulation (GDPR) for our international stakeholders.

## 2. Information We Collect

We collect information to facilitate our mission, process donations, and engage with our community. The types of data we collect include:

- **Personal Identification Information:** Name, email address, phone number, and physical address.
- **Partnership Data:** Organization name, registration details, and contact person information when you apply to partner with us.
- **User Stories:** Personal narratives, photographs, or videos you voluntarily submit through our website feature.
- **Financial Information:** We do **not** store your credit card or bank details on our servers. Payment information is processed securely by third-party providers (e.g., Paystack, Flutterwave, or Bank Transfer).
- **Technical Data:** IP address, browser type, and usage data collected via cookies (e.g., Google Analytics) to help us understand website performance.

## 3. How We Use Your Data

We use your data for the following specific purposes:

- **To Process Donations:** Verifying transactions and sending donation receipts.
- **To Communicate:** Sending newsletters, impact reports, and updates on our projects (only if you have opted in).

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**Location:** Rotary Centre, Ho || **Address:** P. O. Box HP 591, Ho, Ghana || **Tel:** +233 242601203

**Website:** www.lifemac.org || **Email:** info@lifemac.org || **Social Media Handle:** @LifeMacAfrica

- **To Facilitate Partnerships:** Evaluating and managing collaborations with other organizations.
- **To Improve Our Platform:** analyzing site traffic to optimize user experience.
- **To Share Impact:** Publishing stories submitted by beneficiaries or volunteers (with consent).

## 4. Legal Basis for Processing

Under the Data Protection Act (Act 843), we process your data based on:

- **Consent:** When you subscribe to our newsletter or submit a story.
- **Contract:** When processing a volunteering request, a donation, or a partnership agreement.
- **Legitimate Interest:** To improve our services and ensure the security of our platform.

## 5. Third-Party Sharing

**We do not sell, trade, or rent your personal data to others.** We only share data with trusted third-party service providers who assist us in our operations, including:

- **Payment Processors:** (e.g., Paystack/Flutterwave) to process donations securely.
- **Analytics Providers:** (e.g., Google Analytics) to understand website usage.
- **Email Services:** (e.g., Mailchimp) to send newsletters.

These providers are contractually obligated to maintain the confidentiality and security of your information. We may also disclose information if required by Ghanaian law.

## 6. Your Rights

Regardless of where you are located, you have the following rights regarding your data:

- **Right to Access:** You may request a copy of the data we hold about you.
- **Right to Rectification:** You may ask us to correct inaccurate or incomplete data.
- **Right to Erasure:** You may request that we delete your personal data ("Right to be Forgotten"), subject to legal record-keeping requirements (e.g., financial records).
- **Right to Withdraw Consent:** You may unsubscribe from our emails at any time.

To exercise these rights, please contact us at [info@lifemac.org](mailto:info@lifemac.org).

## 7. Security

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, loss, or misuse. However, please note that no method of transmission over the internet is 100% secure.

## 8. Contact Us

If you have questions about this Privacy Policy or how we handle your data, don't hesitate to get in touch with our Data Protection Officer/Team at:

**LIFE-MAC Africa Email:** [info@lifemac.org](mailto:info@lifemac.org) **Address:** Rotary Community Centre, SSNIT Flat Road, P.O. Box HP 591, Ghana. West Africa **Phone:** +233 (0) 55 472 0190.

# TERMS AND CONDITIONS

**Last Updated:** December 2025

## 1. Acceptance of Terms

By accessing and using the website of LIFE-MAC Africa [www.lifemac.org](http://www.lifemac.org), you agree to comply with and be bound by these Terms and Conditions. If you do not agree with any part of these terms, please do not use our website.

## 2. Intellectual Property Rights

Unless otherwise stated, LIFE-MAC Africa owns the intellectual property rights for all material on this website, including logos, text, graphics, and images. All intellectual property rights are reserved. You may access this for your own personal use, subject to restrictions set in these terms.

You must not:

- Republish material from LIFE-MAC Africa without permission.
- Sell, rent, or sub-license material from the website.
- Reproduce, duplicate, or copy material for commercial purposes.

## 3. User-Generated Content & "Share Your Story" License

We value the stories of our community. By submitting content (text, photos, videos, or testimonials) to our "Share Your Story" feature or via email:

- **Grant of License:** You grant LIFE-MAC Africa a worldwide, non-exclusive, royalty-free, perpetual, and transferable license to use, reproduce, distribute, display, and edit your content in connection with our mission. This includes using your story in marketing materials, annual reports, social media, and fundraising campaigns.
- **Warranties:** You warrant that you own or have the necessary rights and permissions to share the content and that it does not violate the privacy or rights of any third party.
- **Right to Remove:** We reserve the right to review, edit, or remove any content at our sole discretion without notice.

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## 4. Partnerships and Donations

- **Partnerships:** Submission of a partnership inquiry does not constitute a binding legal agreement. Formal partnerships are established only upon the signing of a Memorandum of Understanding (MoU) or specific contract.
- **Donations:** Donations are processed by third-party payment gateways. LIFE-MAC Africa is not responsible for the performance or security of these third-party systems. Once a donation is made, it is generally non-refundable, except in cases of technical error or fraudulent use.

## 5. Limitation of Liability

To the fullest extent permitted by Ghanaian law, LIFE-MAC Africa, its officers, directors, and employees shall not be held liable for any indirect, consequential, or special liability arising out of or in any way related to your use of this website.

We do not warrant that the website will be uninterrupted, secure, or error-free.

## 6. External Links

Our website may contain links to third-party websites or services that are not owned or controlled by LIFE-MAC Africa. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party websites.

## 7. Governing Law

These Terms and Conditions are governed by and construed in accordance with the laws of the **Republic of Ghana**. You submit to the non-exclusive jurisdiction of the state and federal courts located in Ghana for the resolution of any disputes.

## 8. Changes to Terms

We reserve the right to modify these terms at any time. Your continued use of the website following any changes indicates your acceptance of the new Terms and Conditions.

## 9. Contact Information

For any questions regarding these Terms, please contact us at: **Email:** [info@lifemac.org](mailto:info@lifemac.org)

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