

PRIVACY NOTICE – AFRICAN-STARTUPS.COM

African-startups.com is operated by:

Kiitos Consulting Ltd.

Corvin sétány 7, 10th floor, Door 7, 1082 Budapest, Hungary

Email: info@african-startups.com

Updated on: 13.04.2026

1. INTRODUCTION

African-startups.com (hereinafter: “we”, “the provider”) is committed to protecting your personal data. You entrust us with confidential information, and we take this responsibility seriously.

This notice describes what data we collect, for what purpose, and how we process it in connection with our newsletter service and related activities.

Please read this privacy notice carefully to understand how we handle your personal data.

2. WHAT DATA AND INFORMATION DO WE COLLECT?

Personal data

Personal data means any information by which you can be identified. When subscribing to the newsletter, we process the following data:

- email address
- (optionally) first name
- If you interact with additional features of our services (such as events or paid content), we may collect additional information necessary to provide those services.

If you use paid content or services in the future, we may also process certain data related to the transaction (e.g. the amount and date of the transaction).

Payment processing is carried out by external service providers, and we do not have access to full card details.

Special Categories of Data and Children's Data

We do not collect or process special categories of personal data as defined by the GDPR.

Furthermore, we do not knowingly collect personal data from persons under the age of 16, nor do we permit them to register. African-Startups is not intended for children under the age of 16.

If we become aware that we have collected personal data from a person under the age of 16 without verifying parental consent, we will delete such data as soon as possible.

Newsletter-Related Data

We collect certain technical data in connection with our newsletters while you remain subscribed.

This includes in particular:

- whether you open the newsletter,
- whether you click on the links contained in it,
- and the timestamps associated with these actions.

We use this data to understand how our users engage with our newsletters, and to improve our content and communications accordingly.

Website Usage Data

During your use of our website, we may collect certain non-personally identifiable, aggregated data, such as:

- page visits,
- clicks on articles,
- general user activity.

We use this data to better understand user interests, and to improve our website and content.

We may analyse anonymous, aggregated statistical data to improve the organisation of future events and the participant experience.

During your use of our website, we may collect certain technical data, such as information about your device and your use of the website (e.g. IP address, visit data). We use this data to ensure the operation of the website and to improve our services. We primarily analyse data in anonymous, aggregated form in order to better understand user interests and improve our content.

Based on your consent, we may use your personal data to inform you by email about African-startups' content, services, future initiatives, and events that may be of interest to you.

You may withdraw your consent at any time via the unsubscribe link in the newsletters.

3. PURPOSE OF DATA PROCESSING

We use your personal data for the following purposes:

- sending newsletters (startup news, content)
- providing information about events (e.g. summits, conferences)
- improving and optimising our services
- analysing user interest (statistics, analytics)
- fulfilling our legal obligations (where applicable)

4. LEGAL BASIS FOR DATA PROCESSING

The legal basis for data processing is:

- **consent** (GDPR Article 6(1)(a)) – sending newsletters
- **legitimate interest** (GDPR Article 6(1)(f)) – statistical and service development purposes
- **legal obligation** (GDPR Article 6(1)(c)) – fulfilment of statutory obligations

If you subscribe to our newsletter, your personal data is processed on the basis of **your consent** for the following purposes:

- sending newsletters (startup news, content)
- providing information about events (e.g. summits, conferences)

You may withdraw your consent at any time via the unsubscribe link in the newsletters.

Processing Based on Legitimate Interest

In certain cases, we process personal data on the basis of our legitimate business interest, in particular for the following purposes:

- ensuring and improving the operation of our website
- maintaining the security of our services
- analysing website usage for statistical purposes

In certain cases, we may process your personal data in order to fulfil our **legal or regulatory obligations**.

5. NEWSLETTER AND UNSUBSCRIBING

We send newsletters at regular intervals. Every newsletter contains an unsubscribe option, through which you can cancel your subscription at any time.

6. DATA TRANSFERS AND SERVICE PROVIDERS

We generally do not share your personal data with third parties, except in the following cases:

Use of Service Providers

We engage third-party service providers to deliver our services (e.g. email marketing platform).

We currently use MailChimp to send our newsletters. These service providers process data on our behalf as data processors and provide appropriate data protection guarantees.

Sharing of Aggregated Data

We may share anonymous, aggregated data about website usage with our partners for content development or analytical purposes. This data does not contain personal data.

Legal Obligations

We may transfer personal data if required to do so by law or in response to a request from a public authority.

Sale or Restructuring of the Business

In the event of restructuring, merger, or sale of our business, personal data may form part of the transaction, in compliance with applicable legislation.

Future Services

If we introduce paid services in the future, payment processing may be carried out by external service providers. These providers process data in accordance with their own privacy policies.

7. INTERNATIONAL DATA TRANSFERS

Some of our service providers may operate outside the European Economic Area (EEA), and therefore your personal data may be transferred to countries outside the EEA.

In such cases, we ensure that the transfer takes place with appropriate safeguards, in particular by using Standard Contractual Clauses approved by the European Commission or other appropriate protective measures.

Where applicable, data transfers may also take place under the EU-US Data Privacy Framework.

8. DATA RETENTION

We retain your personal data only for as long as necessary for the purposes of processing.

In the case of newsletter subscription, we process your data until you unsubscribe from the newsletter.

Following unsubscription, your data will be deleted, unless a legal obligation requires longer retention.

To ensure the security of our systems, certain data may be retained in backups for a limited period of time.

9. YOUR RIGHTS

You have the following rights with regard to the processing of your personal data:

- **Right of access** – you are entitled to request feedback on whether we are processing your personal data, and to request a copy of it.
- **Right to rectification** – you may request the correction of inaccurate or incomplete data.
- **Right to erasure** – in certain cases, you may request the deletion of your personal data.
- **Right to restriction of processing** – you may request that we restrict the processing of your data.
- **Right to data portability** – you may request that your data be provided to you in a structured, machine-readable format, or transferred to another controller.
- **Right to object** – in certain cases, you may object to the processing of your personal data.

If you wish to exercise any of these rights, please contact us at: info@african-startups.com

You are entitled to lodge a complaint with a supervisory authority, in particular in the EU Member State where you reside, where your place of work is located, or where the alleged infringement took place.

10. DATA SECURITY

We take data security and privacy seriously and apply appropriate technical and organisational measures to protect personal data against unauthorised access, alteration, disclosure, or destruction.

Where we engage third-party service providers, we ensure that they provide appropriate data security and confidentiality guarantees.

Please note that the internet is not a completely secure medium, and therefore the transmission of data carries certain risks.

Our website may contain links to third-party websites. This privacy notice does not extend to those websites and we accept no responsibility for their data processing practices. We recommend that you review the privacy notice of each such website separately.

11. AMENDMENTS TO THE PRIVACY NOTICE

We reserve the right to amend this privacy notice from time to time in order to reflect changes in our data processing practices or the legal environment. We recommend that you review this page periodically. In the event of a significant amendment, we will notify you and update the “last updated” date at the top of the page.

12. CONTACT

If you have any questions regarding data processing, please contact us:

[✉ info@african-startups.com](mailto:info@african-startups.com)

13. USE OF COOKIES

Our website uses cookies and similar technologies to ensure the proper functioning of the website, to improve the user experience, and to carry out statistical analyses.

Cookies are small text files that are stored on your device when you visit a website.

Our website uses the Google Analytics service for statistical purposes, which collects information about the use of the website (e.g. visits, page views).

The use of non-essential cookies requires your consent, which you may provide via the cookie banner displayed on the website.

You can also manage and delete cookies through your browser settings.