

AssetSoko.com

Privacy Policy

How we collect, use, and protect your personal information

Effective Date: 5 May 2026 | Version 1.0

YOUR PRIVACY AT A GLANCE

AssetSoko collects only the personal data needed to operate a safe, effective asset marketplace in Kenya. We do not sell your data. We do not run third-party ads. You have the right to access, correct, and delete your data at any time. This policy explains everything clearly and in plain language.

1. Introduction

AssetSoko.com ("AssetSoko", "we", "us", or "our") is a multi-vendor online marketplace operating in the Republic of Kenya. We connect buyers, sellers, vendors, and visitors transacting in real estate, vehicles, aircraft, watercraft, and businesses.

This Privacy Policy explains what personal information we collect, why we collect it, how we use and protect it, with whom we may share it, and what rights you have in relation to it. It applies to all users of www.assetsoko.com and any associated applications or services.

By using the Platform, you acknowledge that you have read and understood this Privacy Policy. If you do not agree, please discontinue use of the Platform immediately.

2. Data Controller

AssetSoko.com is the data controller for all personal information collected through the Platform. You may reach our data team at:

Organisation	AssetSoko.com
Email	info@assetsoko.com
Phone	0707 979 164
Website	www.assetsoko.com
Jurisdiction	Republic of Kenya

3. Information We Collect

We collect personal information in three main ways: directly from you, automatically through your use of the Platform, and (in limited cases) from trusted third parties.

3.1 Information You Provide Directly

When you register, list an asset, make an enquiry, or contact us, you may provide:

- Full name and username
- Email address and phone number
- County and location details (for listing and search purposes)
- National ID or passport number (for identity verification, where required)
- Asset listing information: descriptions, prices, photographs, and supporting documents
- Payment references and transaction identifiers
- Messages and communications sent to AssetSoko or other users through the Platform
- Any other information you voluntarily submit through forms, surveys, or support requests

3.2 Information Collected Automatically

When you access the Platform, the following data may be collected automatically:

- IP address and approximate geographic location
- Browser type, version, and operating system
- Device identifiers and screen resolution
- Pages viewed, links clicked, and time spent on the Platform
- Search terms entered on the Platform
- Referring website or source of traffic
- Session duration and login timestamps

This information is collected through cookies and similar technologies. See Section 9 (Cookies) for details.

3.3 Information from Third Parties

We may receive information about you from third parties in limited circumstances:

- Identity verification providers engaged to confirm your identity before high-value transactions
- Payment processors who share transaction references with us
- Public registries such as land registries or NTSA, to verify listing accuracy
- Social media platforms where you choose to log in or connect your account

4. How We Use Your Information

We process your personal information only for specific, legitimate, and documented purposes. The table below summarises the main purposes and the applicable legal basis for each:

Purpose	Details	Legal Basis
Account Management	Create and manage your user account; authenticate identity	Contract
Listing Services	Publish asset listings and display them to prospective buyers	Contract
Communication	Respond to enquiries; send transactional notifications and alerts	Contract / Legitimate Interest
Safety & Security	Detect fraud; verify listings; investigate complaints	Legitimate Interest

Purpose	Details	Legal Basis
Legal Compliance	Comply with applicable Kenyan laws and regulatory obligations	Legal Obligation
Platform Improvement	Analyse usage to improve features and user experience	Legitimate Interest
Marketing	Send relevant platform updates or promotions (only with your consent)	Consent

5. Sharing Your Information

AssetSoko does not sell, rent, or trade your personal information to third parties. We share your data only in the following limited and clearly defined circumstances:

5.1 Other Platform Users

When you post a Listing, certain information (display name, phone number if included, listing details) is visible to other users. You control what contact information appears in your public profile and listings.

5.2 Service Providers

We work with trusted third-party service providers who help us operate the Platform, including cloud hosting and infrastructure, email and SMS notification services, anonymised analytics providers, and identity verification and fraud prevention services. All service providers are bound by data processing agreements and prohibited from using your data for any purpose beyond providing services to AssetSoko.

5.3 Legal & Regulatory Disclosure

We may disclose personal information where required by law, court order, or the direction of a competent regulatory authority in Kenya, including the Office of the Data Protection Commissioner (ODPC), the Kenya Revenue Authority (KRA), or law enforcement agencies.

5.4 Business Transfers

In the event of a merger, acquisition, or sale of part or all of AssetSoko's business, your data may be transferred to the acquiring entity. Affected users will be notified in advance where practicable and the receiving entity will be required to uphold equivalent data protection standards.

5.5 With Your Consent

We may share your information with other third parties for any purpose where you have given explicit, informed consent. You may withdraw such consent at any time by writing to info@assetsoko.com.

6. Data Retention

We retain personal information only for as long as necessary to fulfil the purpose for which it was collected and to comply with legal obligations. The following general retention periods apply:

Category of Data	Retention Period
Account data	Duration of active account, plus 3 years after closure

Category of Data	Retention Period
Active listing data	Duration of listing, plus 2 years after removal
Transaction records	7 years (in line with Kenyan tax and commercial law)
Communication logs	2 years from date of communication
Fraud / security records	5 years from date of incident
Marketing preferences	Until consent is withdrawn, plus 1 year for audit purposes
Technical logs (IP, session)	12 months

After the applicable retention period expires, data is securely deleted or anonymised so it can no longer be associated with any individual.

7. Your Data Rights

Under the Kenya Data Protection Act, 2019 ("DPA") and its regulations, you have the following rights regarding your personal data:

Right of Access

You may request confirmation of whether we process data about you and, if so, receive a copy along with details of how it is used.

Right to Rectification

You may request correction of any inaccurate or incomplete personal data we hold about you.

Right to Erasure

You may request deletion of your personal data where it is no longer necessary for the purpose for which it was collected, or where you withdraw consent (where consent was the legal basis).

Right to Restriction of Processing

You may ask us to limit processing of your data while a dispute about its accuracy or our use of it is being resolved.

Right to Data Portability

You may request a copy of your personal data in a structured, machine-readable format for transfer to another service provider.

Right to Object

You may object to processing based on legitimate interests, including for direct marketing. We will cease such processing unless we can demonstrate compelling legitimate grounds.

Right to Withdraw Consent

Where processing is based on consent, you may withdraw it at any time without affecting the lawfulness of prior processing.

Right to Lodge a Complaint

If you believe your data rights have been violated, you may lodge a complaint with the Office of the Data Protection Commissioner (ODPC) at www.odpc.go.ke.

To exercise any of the above rights, please submit a written request to info@assetsoko.com. We will respond within 21 days (or 30 days for complex requests, with prior notice). We may need to verify your identity before processing a request.

8. Data Security

AssetSoko implements appropriate technical and organisational measures to protect your information against accidental loss, unauthorised access, disclosure, alteration, or destruction. These measures include:

- Encryption of data in transit using Transport Layer Security (TLS)
- Password hashing using industry-standard cryptographic algorithms
- Access controls and role-based permissions for internal staff
- Regular security assessments and vulnerability monitoring
- Secure data centre infrastructure with physical and logical access controls
- Documented incident response procedures for detecting and responding to data breaches

While we take all reasonable precautions, no online system can be guaranteed as completely secure. You are responsible for maintaining the confidentiality of your own account credentials and must notify us immediately of any suspected unauthorised access.

DATA BREACH NOTIFICATION

In the event of a personal data breach likely to result in a risk to your rights and freedoms, AssetSoko will notify the Office of the Data Protection Commissioner (ODPC) within 72 hours of becoming aware of the breach, and will notify affected users without undue delay, as required under the Kenya Data Protection Act, 2019.

9. Cookies & Tracking Technologies

AssetSoko uses cookies and similar technologies to improve your experience. A cookie is a small text file placed on your device when you visit our website.

9.1 Types of Cookies We Use

- **Essential Cookies:** Required for the Platform to function (e.g., session management, login state). These cannot be disabled.
- **Functional Cookies:** Remember your preferences and settings such as county selection.
- **Analytics Cookies:** Help us understand how users interact with the Platform. Data is aggregated and anonymised.
- **Security Cookies:** Detect fraudulent activity and protect against session hijacking.

9.2 Managing Cookies

You can control or delete cookies through your browser settings. Most browsers allow you to refuse, delete, or receive notifications about cookies. Note that disabling essential cookies may affect your ability to use certain Platform features. AssetSoko does not use cookies for targeted advertising or cross-site tracking.

10. Children's Privacy

The Platform is not intended for use by persons under the age of 18 years. AssetSoko does not knowingly collect personal data from minors. If you believe we have inadvertently collected data from a person under 18, please contact us immediately at info@assetsoko.com and we will promptly delete that data.

11. International Data Transfers

AssetSoko is based in Kenya and primarily processes your data within the Republic of Kenya. Some of our service providers (such as cloud hosting platforms) may store or process data in other countries. Where your data is transferred outside Kenya, we ensure appropriate safeguards are in place, including contractual protections requiring recipients to provide an equivalent level of data protection. We only transfer data to countries or organisations providing adequate protection as recognised under Kenyan data protection law.

12. Third-Party Links & Services

The Platform may contain links to external websites, social media platforms, or third-party services. This Privacy Policy applies only to AssetSoko's own Platform. We are not responsible for the privacy practices of any third-party sites and encourage you to review their privacy policies before sharing personal information with them.

13. Marketing Communications

AssetSoko may send you marketing emails or SMS messages about new features, promotions, or relevant listings if you have opted in to receive them. You may opt out at any time by:

- Clicking the "Unsubscribe" link in any marketing email
- Replying STOP to any marketing SMS
- Contacting us at info@assetsoko.com with your request

Withdrawal of marketing consent will not affect delivery of transactional communications (such as account confirmations, listing approvals, or security alerts), which are sent as part of our service.

14. Changes to This Privacy Policy

AssetSoko may update this Privacy Policy periodically to reflect changes in our practices, technology, or legal requirements. The Effective Date at the top of this document will always reflect the most recent version.

Where changes are material, we will notify registered users by email or via a prominent notice on the Platform at least 14 days before the changes take effect. Continued use of the Platform after the effective date constitutes your acceptance of the updated policy. Previous versions are available on request.

15. Governing Law

This Privacy Policy is governed by and shall be interpreted in accordance with the laws of the Republic of Kenya, including:

- The Kenya Data Protection Act, 2019 (No. 24 of 2019)
- The Data Protection (General) Regulations, 2021
- The Data Protection (Complaints Handling Procedure and Enforcement) Regulations, 2021
- The Computer Misuse and Cybercrimes Act, 2018
- Any other applicable Kenyan law or regulation governing data privacy and security

16. Contact Us

For any questions, concerns, or complaints about this Privacy Policy or our handling of your personal data, please contact us:

Email	info@assetsoko.com
Phone	0707 979 164
Website	www.assetsoko.com
Response Time	Within 21 business days of receipt

If you are not satisfied with our response, you may escalate your complaint to:

Regulator	Office of the Data Protection Commissioner (ODPC)
Website	www.odpc.go.ke
Mandate	Data Protection Act, 2019 — Section 7

Authorised Signature — AssetSoko.com Date: 5 May 2026	Data Protection Officer (if designated) Date: 5 May 2026
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