

Privacy Policy

Effective date: 2 July 2026

Vegetables & Fruit / Groente & Vrugte ("we", "us", "our"), published by Mediakom, respects your privacy and is committed to protecting your personal information. This policy explains what information we collect through our website, vegetablesandfruitmagazine.co.za, and our publications, why we collect it, and your rights under the Protection of Personal Information Act, 2013 (POPIA).

Who we are

Vegetables & Fruit / Groente & Vrugte is an independent specialised magazine serving South Africa's fresh produce industry.

Email: vegandfruit@mediakom.co.za

Telephone: 011 476 3702 or 018 293 0622

Offices: 17 Clark Street, Potchefstroom; and Suite 108, MISA Centre, 12 Fir Drive, Northcliff, 2195

What information we collect

We only collect information we need to provide our magazine, newsletter and advertising services. This may include: your name and contact details (email address, telephone number, company name) when you subscribe to our newsletter, request a subscription, send an enquiry, or advertise with us; information you choose to give us in messages or enquiry forms; and basic technical information about how you use our website, collected automatically through cookies and analytics tools (see "Cookies and website tracking" below).

We do not collect sensitive personal information, and we do not knowingly collect information from children.

How we collect it

We collect information directly from you — when you fill in a form, subscribe, email us, or advertise — and automatically through our website when you visit it.

Why we use your information

We use your personal information to: send you our newsletter and magazine updates, where you have asked to receive them; respond to your enquiries and provide the services you request; manage advertising, subscription and supplier relationships; and understand how our website is used, so we can improve it.

We will not sell your personal information to anyone.

Newsletter

Our newsletter is managed through MailPoet. When you subscribe, your email address is stored securely for the purpose of sending you the newsletter. Every newsletter contains an unsubscribe link, and you can opt out at any time.

Cookies and website tracking

Our website uses Google Analytics to understand how visitors use the site, and the Meta (Facebook) Pixel to measure the effectiveness of our marketing. These tools use cookies and collect technical information such as your browser type, pages visited and approximate location. They do not give us your name or contact details. You can control or delete cookies through your browser settings, and you can opt out of Google Analytics at tools.google.com/dlpage/gaoptout.

Who we share information with

We share personal information only with service providers who help us operate — such as our website host, email newsletter service and printers for magazine distribution — and only to the extent needed to provide our services. We may also disclose information where the law requires it.

How we protect and keep your information

We take reasonable steps to keep your personal information secure and accurate. We keep it only for as long as needed for the purposes described above, or as required by law, after which it is deleted.

Your rights under POPIA

You have the right to: ask what personal information we hold about you; ask us to correct or delete your information; object to the processing of your information; and withdraw consent for marketing at any time.

To exercise any of these rights, email vegandfruit@mediakom.co.za with "Privacy request" in the subject line. If you believe we have not handled your information properly, you may lodge a complaint with the Information Regulator (South Africa) at infoereg.org.za.

Information Officer

Willie Louw
Email: vegandfruit@mediakom.co.za
Telephone: 011 476 3702

Changes to this policy

We may update this policy from time to time. The latest version will always be available on this page.
