

PRIVACY POLICY

1.0.Introduction

This Privacy Notice aims to inform you about how we collect and process any personal data that we collect from you, or that you provide to us. It covers information that could identify you ("personal data") and information that could not. In the context of the law and this notice, "process" means collect, store, transfer, use or otherwise act on information. It tells you about your privacy rights and how the law protects you.

Aspire Lending Ltd, including its affiliates and subsidiaries ("Aspire"), is committed to protecting your privacy and the confidentiality of your personal data. We undertake to preserve the confidentiality of all information you provide to us and hope that you reciprocate. This Data Protection and Privacy Policy outlines how we collect, use, disclose, store, and secure your personal data in accordance with the Data Protection Act, No. 24 of 2019 and the Data Protection (General) Regulations, 2021. By using our products, services, or interacting with our platforms, you consent to the practices described herein. This Policy supplements but does not override our loan agreement terms or other applicable policies.

2. Definitions

- 2.1. "**Personal Data**" refers to any information that can be used to identify a natural person, such as name, ID number, location data, or biometric data.
- 2.2. A "**Data Subject**" is the individual whose personal data is processed.
- 2.3. The "**Controller**" refers to Aspire, which determines the purpose and means of processing data, and the "**Processor**" is any third party that processes data on behalf of Aspire.
- 2.4. "**Processing**" includes any operation performed on personal data, such as collection, use, storage, or destruction.
- 2.5. Any agent, dealer and/or merchant who has signed an agreement with us and is recognized as a merchant or agent in accordance with any applicable laws or Regulations.
- 2.6. "**Processor**" is a natural or legal person, authority, organization or other agency that processes Personal Data on behalf of the Controller;
- 2.7. "**Sub-processor**" is the contractual partner of the Processor, engaged to carry out specific processing activities on behalf of the Processor;
- 2.8. "**Third Party**" means a natural or legal person, public authority, agency or body other than the Data Subject, Controller, Processor, Sub processor, and persons who, under the direct authority of the Controller, Processor or Sub-processor, are authorized to process Personal Data;
- 2.9. "**Website**" means [<https://www.aspirelending.co.ke>]
- 1.10. "**Aspire Lending Limited**", "Aspire", "we" or "us", "our" and "ours" means Aspire Lending Limited.
- 1.11. "**Applicable Law**" refers to Kenya's Constitution, the Data Protection Act, and related regulations.

3.COLLECTION OF INFORMATION

Aspire collects a broad range of personal data, including identity:-

- i. Identity data which includes name, username or similar identifier, Identity card/Passport number, PIN number, photo, marital status, property details, family details including names of your children and parents, fingerprints, race, nationality, ethnic or social origin, color, age, title, date of birth and gender, and any other similar information;
- ii. Contact data which includes billing address, postal address, physical address, email address and telephone numbers;
- iii. Financial data which includes any bank account details, card payment details and other electronic or non-electronic payment details;
- iv. Transaction data which includes details about payments to and from you and other details of products and services you have acquired from us;
- v. Technical data which includes internet protocol (IP) address, your login identity data, browser type and version, time zone setting and location, browser plug-in types and versions, device information, operating system and platform, and other technology on the devices you use to access our systems;
- vi. Usage data which includes information about how you use our website, products and services;
- vii. Marketing and communications data which includes your preferences in receiving marketing information from us and our third parties and your communication preferences;
- viii. Visitors' personal information/identification details on our premises;
- ix. Biometric data such as fingerprint, images, voice and other similar information, surveillance footages by CCTV cameras on our premises;
- x. Accident and incident reporting data We collect your personal information when you visit us for purposes of accident and incident reporting.
- xi. We also collect, use and share aggregated data such as statistical or demographic data. Aggregated data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity.

For example, we may aggregate your usage data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect aggregated data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this Privacy Policy.

We do not onboard minors (any person under 18 years of age)

4.0.HOW YOUR PERSONAL DATA IS COLLECTED

We will collect and process data about you from the following sources:

- a. Information you give us: This is information about you that you give us by filling in forms that we give to you or by corresponding with us by phone, e-mail or otherwise. We use different methods to collect data from and about you including through direct interactions. This includes the personal data you provide when you:
 - a) Apply for or use our products or services;
 - b) Open an account(s) with us;
 - c) Subscribe to our services or publications;
 - d) Request marketing information to be sent to you;
 - e) Give us feedback or contact us;
 - f) Use guest/ visitor's Wi-Fi on our premises; or
 - g) Pay using our services.
- b. Information we collect about you: With regard to each of your user visits to our Website and your use of the Online Services we will automatically collect the following information:
 - I. Technical information, including the Internet protocol (IP) address used to connect your computer or mobile phone to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive technical data about you if you visit other websites employing our cookies
 - II. Information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our site (including date and time), products you viewed or searched for page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse overs), methods used to browse away from the page and any phone number used to call our customer service number; and
- c. Information we receive from other sources:
 - i. We receive your Personal Data from third parties who provide it to us. We will receive Personal Data about you from various third parties to whom you have consented and public sources including but not limited to: companies registry, lands registry and other government registries; service providers we interact or integrate with now or in future; Integrated Personal Registration Systems, Kenya Revenue Authority and the National Transport and Safety Authority database.
 - ii. We may collect information about you from other publicly accessible sources not listed above. We may also collect information about you from trusted partners, not listed above, who provide us with information about potential customers of our products and services;

- iii. We receive your Personal Data from third parties, where you purchase any of our products or services through such third parties; and
 - iv. We collect Personal Data that you manifestly choose to make public, including via social media (e.g., we may collect information from your social media profile(s), to the extent that you choose to make your profile publicly visible.
- d. Our Website may include links to third-party websites, plug-ins, cookies and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites or influence the data collected and are not responsible for their privacy policies. When you leave our Website, we encourage you to read the privacy policy of every website you visit and understand your rights therein.
- e. When you visit one of our Aspire Offices or facilities (hereinafter premises), your image may be captured via one or more closed circuit television (CCTV) cameras located within the premises. These images are collected mainly to help us address security issues. The images may be used in the event of an incident occurring in one of our premises and may help to clarify what happened. Our use of CCTV relies on the lawful basis of legitimate interest to prevent crime and protect our employees, users and customers.
- f. It is important that the Personal Data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us. If case you wish to correct or update your Personal Data that we hold, you may do so by visiting us at any of our branches, or writing to us info@aspirelending.co.ke.

5.0.LEGAL BASES FOR PROCESSING

The law requires us to determine and inform you of the lawful bases on which we process various categories of your personal data. If the basis on which we process your information becomes irrelevant or invalid, we shall immediately cease such processing.

Aspire processes your data based on the following lawful grounds:

1. **Contractual Obligation:** -When you agree to our loan terms or request our services, a contract is formed between you and Aspire. To perform our obligations under this agreement, we must process your data. This includes offering loans, managing your account, and providing you with relevant suggestions or support. Processing continues until the contract ends or is terminated in accordance with its terms.
2. **Consent** :-In cases where there is no contractual relationship and we wish to send promotional messages or gather optional data (e.g., for marketing or surveys), we rely on your explicit consent. You can withdraw this consent at any time by contacting us at **Email:**dpo@aspirelending.co.ke. Withdrawal does not affect processing that occurred prior to withdrawal and may limit access to some services.

3. **Legal Obligation:**-Aspire is required by various laws and regulations to process and retain certain personal data. This includes obligations to report to authorities like the Central Bank of Kenya, the Office of the Data Protection Commissioner, the Kenya Revenue Authority, and to comply with anti-money laundering and counter-terrorism laws.
4. **Vital Interests** :-In rare and exceptional cases, we may process your data to protect your vital interests or those of another person, such as during an emergency or for medical care where you are incapable of giving consent.
5. **Public Interest or Official Mandate:**-If Aspire is mandated by law to perform a task in the public interest or in the exercise of official authority, we may process your data accordingly.

These lawful bases guide all of our data processing activities, ensuring that your information is handled transparently, fairly, and in accordance with the law.

6.0.HOW WE USE YOUR PERSONAL DATA

We will only use your personal data where we have your consent or a legal basis to do so. Where consent is required, you retain the right to choose whether to provide or withhold it. Granting consent means you agree to the processing of your personal data for the specific purposes described in this Policy, allowing us to deliver our services effectively, tailor your experience, and send relevant communications. If you withhold consent, this may affect your access to some of our products and services.

Typically, we will use your personal data in the following scenarios: where it is necessary to take steps before entering into or to perform a contract with you; where we have legitimate interests that do not override your fundamental rights; and where we are under legal obligation. Legitimate interests include operating and improving our business, enhancing security, preventing fraud, and delivering better services.

To enhance transparency, we outline the main purposes of data use along with the corresponding legal bases and interests as follows:

1. To register you as a customer and onboard you – to fulfill a contract and comply with regulatory obligations.
2. To process your loan application, assess your creditworthiness, and verify your identity – to fulfill a contract, comply with legal obligations, and pursue legitimate interests.
3. To manage repayments, collections, and contractual obligations – based on performance of contract and legal duty.
4. To respond to inquiries, provide customer support, and resolve complaints – to fulfill a contract and legitimate interests.
5. To conduct internal audits, maintain accurate records, and ensure compliance with reporting obligations – legal obligation and legitimate interests.

6. To evaluate fraud risks, monitor transactions, and ensure security – legal obligation and legitimate interests.
7. To issue non-promotional service reminders, such as tracker renewals – legitimate interest and contractual necessity.
8. To send marketing communications (with your consent) – based on consent, which may be withdrawn at any time.

Your personal data may be used for more than one lawful ground depending on the context in which it is used. Where consent is withdrawn or not granted, only processing based on other legal grounds will continue.

7.0.DATA RETENTION

Information held about you shall be retained for as long as the purpose for which it was collected continues to apply. Once the purpose has been fulfilled, the information shall be securely destroyed or anonymized, unless its continued retention is necessary to comply with legal, regulatory, or accounting requirements, or to protect Aspires legitimate interests.

Except as otherwise provided in this Policy, we retain your personal data only for the following reasons:

- We will only retain your Personal Data for as long as reasonably necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your Personal Data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect of our relationship with you.
- To determine the appropriate retention period for Personal Data, we consider the amount, nature and sensitivity of the Personal Data, the potential risk of harm from unauthorized use or disclosure of your Personal Data, the purposes for which we process your Personal Data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.
- By law we have to keep basic information about our customers (including contact, identity, financial and transaction data) for a minimum of seven years after they cease being customers. Our internal policy as amended from time to time may also require us to keep customer data for a longer period. d. In some circumstances, we will anonymize your Personal Data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you
- To provide you with services you have requested or are entitled to;
- To comply with applicable laws or regulatory requirements, including retention periods mandated by oversight bodies or tax authorities;
- To protect our rights or support a legal claim or defense in court.

8.0.DATA SHARING AND DISCLOSURE

We may share your data with regulatory authorities, law enforcement, financial institutions, insurance partners, and service providers to the extent necessary to perform our duties or fulfill your service agreements. All third parties are required to comply with data protection obligations and process your data solely on our instructions.

8.1. law-enforcement agencies, regulatory authorities, courts, or other statutory authorities in response to a demand issued with the appropriate lawful mandate and where the form and scope of the demand is compliant with the law.

8.2 Any regulatory, supervisory, governmental, or quasi-governmental authority with jurisdiction over Aspire Lending Limited

8.3 Any agent, contractor or third-party service provider, professional adviser or any other person under a duty of confidentiality to Aspire;

8.4 In the event of default, debt collection agencies and/or auctioneers;

8.5 Any financial institution with which Aspire has or proposes to have dealings.

8.6 our subsidiaries, associates, partners, software developers or agents who are involved in delivering Aspire products and services you order or use;

8.7 Fraud prevention and Anti-money laundering agencies, credit reference bureaus; 10.2.8 publicly available and/or restricted government databases to verify your identity information in order to comply with regulatory requirements;

8.8. Survey agencies that conduct surveys on behalf of Aspire;

8.9 Emergency service providers when you make an emergency call (or where such disclosure to emergency service providers is necessary for your rescue, health and safety) including your approximate location;

8.10. We shall not release any information to any individual or entity that is acting beyond its legal mandate.

8.11 We will get your express consent before we share your personal data with any third party for direct marketing purposes.

We require all third parties to respect the security of your Personal Data and to treat it in accordance with the law. We do not allow our third-party service providers to use your Personal Data for their own purposes and only permit them to process your Personal Data for specified purposes and in accordance with our instructions.

9.0.MARKETING

Aspire Lending Limited only sends marketing or promotional messages to customers who have provided explicit opt-in consent. These messages may relate to Aspire's financial products or thirdparty services such as Tracking services. Each message contains a clear and accessible mechanism to opt out. Customers may withdraw consent at any time, and such withdrawals will be honored without undue delay. Proof of opt-in consent is securely maintained in an audit trail. Aspire does not engage in unsolicited marketing, and third-party promotions are sent only with prior consent.

- a. Communications such as tracker renewal reminders, service alerts, or payment notifications are system-generated and classified as non-promotional. These are based on legitimate interest and contractual necessity. While a customer may request to opt out, doing so may impact Aspire's ability to provide continued services, and such implications will be clearly explained.
- b. You can ask third parties to stop sending you marketing messages any time by contacting them and following their opt out process. You can Contact Aspire through the official communication channels being Email at info@aspirelending.co.ke .
- c. Where you opt-out of receiving these marketing messages, this will not apply to Personal Data provided to us as a result of product or service subscribed to, warranty registration, product or service experience or other transactions.

10.0.HOW WE USE “COOKIES” ON OUR WEBSITE

- a) We may store some information (using "cookies") on your device when you access our websites. Cookies enable us to recognize you on subsequent visits and help tailor your browsing experience. The type of data collected is typically non-personal, such as your device's IP address, browser type, pages visited, and session duration.
- b) Cookies may be used to improve site functionality, conduct analytical reviews, and customize our services based on aggregated data. You may configure your browser to alert you when cookies are being used or to disable cookies entirely. However, doing so may affect the functionality and accessibility of certain parts of our website.

11.0.THE USE OF HYPERLINKS

- a) Our website may include hyperlinks to third-party websites that are neither owned nor operated by Aspire. These links are provided to enhance your user experience and for informational purposes only. By clicking on such a hyperlink, you will exit our website and be redirected to a third-party site. You will be subject to the privacy policy, cookie policy, and terms of use of the destination website.
- b) We do not endorse, recommend, guarantee, or approve the products, services, or content offered on any externally linked websites. Aspire is not responsible for the content or privacy practices of these third-party sites, and we do not have control over the data processing activities conducted therein.

12.0.CHANGE OF PURPOSE

- a. We will only use your Personal Data and special category data for the purposes for which we collected it as indicated in this Privacy Policy or for reasons we give you during the collection of the data.
- b. If we need to use your Personal Data for an unrelated purpose, we will notify you and seek your consent where necessary.

c. Please note that we may process your Personal Data without your knowledge or consent if this is required or permitted by law.

13.0.TRANSFER OF YOUR PERSONAL DATA OUTSIDE KENYA

a) We may need to transfer or store your information in another jurisdiction to fulfill a legal obligation, for our legitimate interest and to protect the public interest.

b) Insofar as is required for providing our services, we use third party service providers who are located outside Kenya or store your information (including your sensitive personal data) outside Kenya, including in countries that may have different data protection laws from those in Kenya.

c) When we, or our permitted third parties transfer or store information outside Kenya, we or they will ensure that it is lawful and that it has an appropriate level of protection, including transfer to jurisdictions that have established data protection laws, and entering legally binding agreements to ensure the security of your Personal Data.

d) Where your information is transferred to affiliates of Aspire in other countries, we ensure that your Personal Data is protected by requiring that they follow the same rules when processing your Personal Data.

e) We may also transfer your information across country borders where you have consented to the transfer.

f) If we transfer your information outside Kenya in other circumstances (for example, because we have to provide such information by law), we will use best endeavors to put in place appropriate safeguards to ensure that your information remains adequately protected.

14.0.HOW WE KEEP YOUR INFORMATION SECURE

a. We have put in place appropriate security measures to prevent your Personal Data from being lost, used or accessed in an unauthorized way, altered or disclosed. In addition, we limit access to your Personal Data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your Personal Data on our instructions and they are subject to a duty of confidentiality.

b. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

15.0.DATA SUBJECT'S RIGHTS

a. Subject to legal and contractual exceptions, you have rights under applicable laws in relation to your Personal Data. These are listed below:

- i. Right to be informed that we are collecting your personal information and how we are processing it;
- ii. Right to rectify your personal data where it is inaccurate or incomplete; iii. Right to withdraw your consent to processing of your personal data. However, we may

continue processing your personal data for legitimate interests or legal grounds. Please note that your withdrawal will not affect the lawfulness of our processing which was based on prior consent before your withdrawal. In some instances, we will not be able to provide our products and services if you withdraw your consent;

- iii. Right to object to processing of all or part of your personal data. However, we may decline your request if we are obliged by law or entitled to do so;
 - iv. Right of erasure of your personal data held by us, noting that we may continue to retain your information if we are entitled to do so or obliged by law;
 - v. Right to access your personal data in our possession;
 - vi. Right to not be subjected to profiling or automated decision making in regards to processing of your Personal Data. However, we may decline your request if we are obliged by law or entitled to do so;
 - vii. Right to request your personal data to be processed in a restricted manner. Note that we may continue processing data and reject the request if we are entitled to or are legally obliged; and
 - viii. Right to data portability in a manner we may deem appropriate such as electronic format;
- a. **Exercising Your Data Protection Rights:** We are committed to ensuring that you can easily exercise your data protection rights in compliance with applicable regulations. To exercise any of the above rights you can make a request through the 'Contact Us' page on the website (<https://www.aspirelending.co.ke/contact.html>), or by populating and submitting to us the Data Subject Rights Request Form that can be downloaded [here](#). If you believe that we have not adequately addressed your data protection concerns, you have the right to lodge a complaint with the appropriate regulatory authority.
 - b. We may need to request specific information from you to help us confirm your identity and ensure your right to access your Personal Data (or to exercise any of your other rights). This is a security measure to ensure that Personal Data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.
 - c. We try to respond to all legitimate requests within reasonable time. Occasionally it could take us longer if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

16. INTERNAL COMPLAINT HANDLING PROCEDURE

We take data protection seriously and strive to address any concerns promptly and effectively. If you have concerns regarding the handling of your Personal Data, you can reach out through the contact details provided in this Policy. Upon receiving your complaint, we will initiate an internal review process to investigate and resolve the issue. We will respond to your questions or concerns within fourteen (14) days of receipt. More complex queries may take time to resolve and we will keep you



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informed if this is the case with your query. If you are dissatisfied with the outcome of our internal resolution process, you have the right to escalate your complaint to the appropriate regulatory authority.

17.0 NON-COMPLIANCE WITH THE PRIVACY POLICY

Aspire reserves the right to discontinue any agreement in case of compliance failure for the provisions in this Privacy Policy and decline any application for information that contradicts this Privacy Policy

18.0.CHANGES TO THIS PRIVACY POLICY

A copy of this Policy can be downloaded here. We may modify or update this policy from time to time.

19.0.HOW TO CONTACT US

In case you would like to contact us with reference to the terms of this privacy policy, or in order to exercise any of your rights in relation to your Personal Data, you can reach us through the below contacts. **Email:** dpo@aspirelending.co.ke **OR, CONTACT US**

Rehema Place, Ngong Rd.
Office Suite D24, Opp Prestige Plaza,
P.O Box 803-00232,
NAIROBI
Email: info@aspirelending.co.ke
Tel: 0713706706/+2540208100244