

Tel: +254 20 200 1401

Email: [info@newkpcuplc.go.ke](mailto:info@newkpcuplc.go.ke)



Wakulima House, Haile Selassie

P. O. Box 59638-00200. NAIROBI

**NEW KENYA PLANTERS COOPERATIVE UNION PLC**  
FARMER CENTRIC, TRANSPARENT, ACCOUNTABLE

---

## PRIVACY NOTICE OF NEW KPCU PLC

---

### 1. Introduction

At **New KPCU PLC**, we are committed to protecting your personal data and respecting your privacy. This Privacy Notice outlines how we collect, use, share, and safeguard your information. It also details your rights and how you can exercise them.

We adhere to applicable data protection laws and regulations, including the **Kenya Data Protection Act, 2019**, and any other relevant regulations.

---

### 2. Who We Are

New KPCU PLC is a leading coffee cooperative society and agribusiness enterprise in Kenya. We are dedicated to serving coffee farmers and other stakeholders with quality services and support.

---

### 3. Scope of this Privacy Notice

This Privacy Notice applies to:

- Our website and online platforms.
  - Mobile applications and software solutions.
  - Customer relationship management systems.
  - Any other digital or physical services offered by New KPCU PLC.
- 

### 4. Personal Data We Collect

We collect and process various types of personal data depending on how you interact with us. The data we collect includes but is not limited to:

Tel: +254 20 200 1401

Email: [info@newkpcuplc.go.ke](mailto:info@newkpcuplc.go.ke)



Wakulima House, Haile Selassie

P. O. Box 59638-00200, NAIROBI

**NEW KENYA PLANTERS COOPERATIVE UNION PLC**  
FARMER CENTRIC, TRANSPARENT, ACCOUNTABLE

---

#### **4.1 Identification Data:**

- Full Name
- ID or Passport Number
- Gender
- Date of Birth
- Nationality

#### **4.2 Contact Information:**

- Physical Address
- Postal Address
- Email Address
- Phone Number

#### **4.3 Financial Information:**

- Bank Account Details
- Payment Card Information
- Transaction Histories
- Tax Identification Numbers

#### **4.4 Employment and Membership Information:**

- Employee ID
- Job Title
- Department
- Membership Details
- Cooperative Membership ID



**NEW KENYA PLANTERS COOPERATIVE UNION PLC**  
FARMER CENTRIC, TRANSPARENT, ACCOUNTABLE

---

#### **4.5 Technical Data:**

- IP Address
- Device Identifiers (e.g., MAC address)
- Browser Type and Version
- Operating System
- Usage and Interaction Data

#### **4.6 Communications Data:**

- Records of your communications with us
- Feedback, comments, and queries

#### **4.7 Special Categories of Data:**

- Health Information (only when legally required)
  - Biometric Data (for secure access, if applicable)
- 

### **5. How We Collect Your Personal Data**

We collect your data from various sources, including:

#### **5.1 Direct Interactions:**

- When you fill out forms or applications.
- During registration as a member or customer.
- Through our mobile applications or website.
- Via email, phone calls, or face-to-face interactions.

#### **5.2 Automated Technologies:**

- Cookies and similar tracking technologies.
- System logs and analytics tools.



**NEW KENYA PLANTERS COOPERATIVE UNION PLC**  
FARMER CENTRIC, TRANSPARENT, ACCOUNTABLE

---

### **5.3 Third Parties and Public Sources:**

- Partner organizations and cooperatives.
  - Financial institutions for payment processing.
  - Government databases and public records.
- 

## **6. Purpose of Processing Personal Data**

We process your personal data for the following purposes:

### **6.1 Service Delivery and Administration:**

- Registering and managing your membership.
- Providing access to our services and platforms.
- Processing payments and transactions.
- Managing farmer accounts and related records.

### **6.2 Communication and Notifications:**

- Sending updates, announcements, and notices.
- Responding to your inquiries and feedback.
- Sending SMS and email notifications about activities and payments.

### **6.3 Compliance and Legal Obligations:**

- Complying with the **Kenya Data Protection Act, 2019**.
- Fulfilling legal and regulatory requirements.
- Reporting and auditing purposes.

### **6.4 Security and Fraud Prevention:**

- Monitoring access and preventing unauthorized use.
- Detecting and investigating potential security breaches.



**NEW KENYA PLANTERS COOPERATIVE UNION PLC**

FARMER CENTRIC, TRANSPARENT, ACCOUNTABLE

---

- Authenticating users and safeguarding personal data.

### **6.5 Research and Development:**

- Conducting data analysis to improve our services.
- Developing new features and solutions.

### **6.6 Marketing and Promotions:**

- Informing you about our services, or events.
- 

## **7. Legal Basis for Processing Personal Data**

We process your personal data based on the following lawful grounds:

- **Consent:** Where you have given us permission to process your data for specific purposes.
  - **Performance of a Contract:** To fulfill our contractual obligations to you.
  - **Legal Obligation:** To comply with applicable laws and regulations.
  - **Legitimate Interests:** To improve our services and secure our operations.
- 

## **8. Sharing Your Personal Data**

We may share your personal data with:

- **Service Providers:** To perform functions such as hosting, data analysis, and customer support.
- **Financial Institutions:** For payment processing and account reconciliation.
- **Regulatory Authorities:** When required by law.



**NEW KENYA PLANTERS COOPERATIVE UNION PLC**  
FARMER CENTRIC, TRANSPARENT, ACCOUNTABLE

---

- **Partner Organizations:** In cases where part of our services are offered by partner organizations.

We ensure that any third parties we share data with adhere to strict data protection standards.

---

## 9. International Transfers

If your personal data is transferred outside Kenya, we will ensure appropriate safeguards are in place, such as:

- Standard Contractual Clauses (SCCs).
  - Data Protection Agreements with service providers.
- 

## 10. Data Security

We have implemented comprehensive security measures to protect your data, including:

- Encryption and Secure Socket Layer (SSL) protocols.
  - Access control and authentication mechanisms.
  - Regular security audits and vulnerability assessments.
- 

## 11. Data Retention

We retain your personal data for as long as necessary to fulfill the purposes outlined in this Privacy Notice or as required by law. After that, data will be securely deleted or anonymized.



## 12. Your Rights

You have the right to:

- **Access Your Data:** Obtain a copy of your personal data.
- **Rectification:** Correct inaccurate or incomplete data.
- **Erasure:** Request the deletion of your personal data.
- **Restriction:** Limit how we process your data.
- **Data Portability:** Receive your data in a structured, machine-readable format.
- **Object:** Challenge processing based on legitimate interests.
- **Withdraw Consent:** At any time, without affecting the lawfulness of prior processing.

To exercise your rights, contact the DPO at

**Email:** [dpo@newkpcuplc.go.ke](mailto:dpo@newkpcuplc.go.ke)

**Phone:** +254 20 2001401

---

## 13. Use of Cookies

Our website uses cookies to enhance user experience. You can manage cookie settings via your browser or device settings.

---

## 14. Changes to this Privacy Notice

We may update this Privacy Notice from time to time. Any changes will be communicated via our website or directly to you where required.

---

Tel: +254 20 200 1401

Email: [info@newkpcuplc.go.ke](mailto:info@newkpcuplc.go.ke)



Wakulima House, Haile Selassie

P. O. Box 59638-00200, NAIROBI

**NEW KENYA PLANTERS COOPERATIVE UNION PLC**  
FARMER CENTRIC, TRANSPARENT, ACCOUNTABLE

---

## 15. Contact Us

For any questions or concerns regarding this Privacy Notice, please contact:

### **New KPCU PLC**

P.O Box 59638-00200, Nairobi

Email: [info@newkpcuplc.go.ke](mailto:info@newkpcuplc.go.ke)

Phone: +254 20 2001 401

---

**Effective Date:** 08/03/2023

**Last Updated:** 24/03/2025