



PRIVACY POLICY

1. Introduction

The ENDELEZA Program (“ENDELEZA” or “the Platform”) is a private market financing and acceleration platform established by the Dar es Salaam Stock Exchange (DSE) to support Small and Medium Enterprises (SMEs) that are not yet ready for public listing. The Platform enables qualifying SMEs to access capital through private equity, private debt, and blended finance instruments, while connecting them with investors and professional advisors.

This Privacy Policy explains how personal data is collected, used, stored, shared, and protected on the ENDELEZA Platform in compliance with the Personal Data Protection Act, Cap. 44 the Laws of Tanzania (“PDPA”).

2. Scope of This Policy

This Privacy Policy applies to:

- i. SMEs applying or participating on the ENDELEZA Platform,
- ii. Investors (individual and institutional),
- iii. Advisors, consultants, and intermediaries,
- iv. Any other users accessing or interacting with the Platform.

3. Definitions

- i. **Personal Data:** Any information relating to an identified or identifiable natural person, as defined under the PDPA.
- ii. **Data Subject:** An individual whose personal data is processed.
- iii. **Processing:** Any operation performed on personal data, including collection, storage, use, disclosure, or deletion.
- iv. **Controller:** The entity that determines the purposes and means of processing personal data (DSE / ENDELEZA).
- v. **Processor:** A person or entity that processes data on behalf of the Controller.

4. Personal Data We Collect

Depending on user category, ENDELEZA may collect the following:

4.1 SMEs

- i. Identification details of directors, shareholders, and key management,
- ii. Contact information (email, phone number, address),
- iii. Business registration and ownership information,
- iv. Financial, operational, and sustainability-related disclosures,
- v. Compliance and due diligence information (KYC/AML).

4.2 Investors

- i. Identification and contact details,
- ii. Investment preferences and accreditation status,
- iii. Source of funds and compliance information,
- iv. Transaction and participation history.

4.3 Advisors

- i. Professional identification and credentials,
- ii. Contact details,
- iii. Areas of expertise and engagement history.

5. Lawful Basis for Processing

ENDELEZA processes personal data based on one or more of the following lawful grounds under the PDPA:

- i. Consent of the data subject,
- ii. Performance of a contract or pre-contractual steps,
- iii. Compliance with legal or regulatory obligations,
- iv. Legitimate interests of the Platform, provided such interests do not override data subject rights.

6. Purpose of Data Processing

Personal data is processed strictly for purposes including:

- i. User registration, onboarding, and verification,
- ii. Assessing SME eligibility for financing,
- iii. Facilitating interactions between SMEs, investors, and advisors,
- iv. Regulatory compliance (including KYC, AML, and fraud prevention),
- v. Platform security, administration, and improvement,
- vi. Reporting and monitoring program performance.

7. Data Sharing and Disclosure

ENDELEZA may share personal data only where necessary and in a controlled manner with:

- i. Investors and advisors (subject to confidentiality obligations),
- ii. Regulators and competent authorities where required by law,
- iii. Service providers and technology partners acting as data processors,
- iv. DSE internal governance and compliance units.

Personal data is **not sold or disclosed for marketing purposes** without explicit consent.

8. Cross-Border Data Transfers

Where personal data is transferred outside Tanzania, ENDELEZA ensures that:

- i. Adequate data protection safeguards are in place, and
- ii. Transfers comply with PDPA requirements, including any required approvals or contractual protections.

9. Data Security Measures

ENDELEZA implements appropriate technical and organizational security measures, including:

- i. Access controls and role-based permissions,
- ii. Secure servers and encryption where applicable,
- iii. Confidentiality obligations for staff and partners,
- iv. Regular system monitoring and risk assessments.

10. Data Retention

Personal data is retained only for as long as necessary to fulfill the purposes outlined in this Policy or as required by law. Data that is no longer required is securely deleted or anonymized.

11. Rights of Data Subjects

Under the PDPA, data subjects have the right to:

- i. Access their personal data,
- ii. Request correction of inaccurate or incomplete data,
- iii. Withdraw consent where processing is based on consent,
- iv. Request deletion or restriction of processing (subject to legal limits),
- v. Lodge complaints with the Personal Data Protection Commission.

Requests may be submitted through the Platform or via official DSE communication channels.

12. Cookies and Platform Analytics

The Platform may use cookies or similar technologies strictly for:

- i. Platform functionality,

- ii. Security,
- iii. Performance and usage analytics.

Users may manage cookie preferences through their browser settings.

13. Children's Data

The ENDELEZA Platform is not intended for use by minors. Personal data of individuals under the age of 18 is not knowingly collected.

14. Changes to This Policy

ENDELEZA reserves the right to update this Privacy Policy from time to time. Any material changes will be communicated through the Platform or official notices.

15. Contact Information

For questions, requests, or complaints relating to personal data protection, please contact:

Data Protection Officer (DPO)

ENDELEZA Program – Dar es Salaam Stock Exchange

Email: endeleza@dse.co.tz

Address: P. O. Box 70081, Dar es Salaam, Tanzania

Final Note

By using the ENDELEZA Platform, users acknowledge that they have read, understood, and agreed to this Privacy Policy.