

UGANDA INTERNATIONAL FASHION WEEK

PRIVACY POLICY

Effective Date: 13 May 2026 | Version 1.0

admin@uifwglobal.com | uifwglobal.com

Uganda International Fashion Week (UIFW) is committed to protecting the privacy and personal data of everyone who engages with our events, platforms, and programmes. This Privacy Policy explains what information we collect, why we collect it, how it is used, and the rights available to you.

By registering for, attending, or participating in any UIFW event or using our digital platforms, you acknowledge that you have read and understood this Privacy Policy.

1. Information We Collect

We collect personal information in the following categories:

- Registration details — full name, email address, phone number, and organisation or affiliation.
- Professional information — designer portfolios, business credentials, sponsorship interest, and industry role.
- Payment information — where applicable, securely processed through our third-party payment providers. UIFW does not store full card details.
- Media content — photographs, video recordings, and digital images captured at UIFW events or submitted through our platforms.
- Usage data — information about how you interact with our website, ticketing system, and digital marketplace (device type, browser, IP address, pages visited).
- Communications — messages sent to us via email, social media, or our contact forms.

2. How We Use Your Information

UIFW uses your information for the following lawful purposes:

- Event management — to register, confirm, and coordinate your participation as a model, designer, guest, sponsor, or partner.
- Communication — to send schedules, updates, rehearsal information, and opportunities directly related to UIFW.
- Marketing and promotion — to showcase UIFW activities, collections, and participants through social media, press, and digital platforms.
- Digital Marketplace — to display designer profiles, collections, and product listings on the UIFW website and GHL-powered marketplace.
- Analytics and improvement — to understand how our platforms are used and improve future events and digital experiences.
- Legal compliance — to meet obligations under applicable Ugandan law and international data protection standards.

3. Data Sharing

We may share your information in the following limited circumstances:

- Event partners and service providers — including venue operators, production teams, ticketing platforms, and technology providers, solely to deliver UIFW services.
- Sponsors and partners — where relevant to sponsorship activations or co-branded content, in accordance with separate sponsorship agreements.
- Media and press — accredited journalists and photographers may capture and publish content featuring event participants as part of UIFW's public coverage.
- Legal requirements — where required to comply with applicable laws, court orders, or regulatory authorities.

UIFW does not sell, rent, or trade personal data to third parties for their own commercial purposes.

4. Data Retention

We retain your personal data for as long as necessary to fulfil the purposes outlined in this Policy, including:

- Participant and registration records — retained for up to 3 years after the relevant event for administrative and historical documentation purposes.
- Media content — photographs and video recordings may be retained indefinitely for archival and promotional use, subject to your consent rights below.
- Financial transaction records — retained in accordance with Ugandan tax and accounting regulations.

After the applicable retention period, data is securely deleted or anonymised.

5. Data Security

UIFW implements reasonable and appropriate technical and organisational measures to protect your personal data against unauthorised access, disclosure, alteration, or destruction. These include secure server infrastructure, access controls, and encrypted communications where applicable.

However, no digital system or online transmission is entirely secure. By participating in UIFW or using our digital platforms, you acknowledge and accept the inherent risks associated with online data transmission.

6. Cookies and Tracking Technologies

Our website and digital marketplace may use cookies and similar technologies to improve your browsing experience, analyse traffic, and deliver relevant content. You may control cookie settings through your browser preferences. Disabling cookies may affect the functionality of certain features.

7. Your Rights

You have the following rights regarding your personal data:

- Access — request a copy of the personal data we hold about you.
- Correction — request correction of inaccurate or incomplete information.
- Deletion — request that we delete your personal data, subject to legal retention obligations.
- Objection — object to the processing of your data for marketing purposes.
- Withdrawal of consent — where processing is based on your consent, you may withdraw it at any time without affecting prior processing.

To exercise any of these rights, please contact us at admin@uifwglobal.com. We will respond within 30 days of receiving your request.

8. Children's Privacy

UIFW events and platforms are not directed at children under the age of 16. We do not knowingly collect personal data from minors without verified parental or guardian consent. If you believe a minor's data has been collected without consent, please contact us immediately at admin@uifwglobal.com.

9. Changes to This Policy

UIFW reserves the right to update this Privacy Policy at any time. Material changes will be communicated via our official website (uifwglobal.com) and email notifications to registered participants. Continued participation after an update constitutes acceptance of the revised Policy.

10. Contact Us

For any questions, concerns, or data rights requests, please contact:

Uganda International Fashion Week (UIFW)

Email: admin@uifwglobal.com

Website: uifwglobal.com

UIFW — Fashion For Impact.