



Refund and Cancellation Policy

How AgriGuru Premium subscribers can stop recurring payments and request a refund.

EFFECTIVE DATE
10 October 2026
SUBSCRIPTION
R100 per month

OPERATOR
Greenfield Consulting Group
SUPPORT
subscriptions@agriguru.africa

1. Purpose and scope

This policy applies to the AgriGuru Premium digital subscription offered by AgriGuru Africa and operated by Greenfield Consulting Group (registration number 2023/133221/07). The subscription provides access to selected enhanced agricultural advisory features through WhatsApp and associated digital channels.

2. Subscription charges

AgriGuru Premium costs R100 per month. The subscription renews each month automatically after the initial successful payment unless cancelled. There is no joining fee, minimum commitment period, or cancellation penalty. Recurring payments are processed through PayFast.

3. How to cancel

You may cancel your subscription at any time by emailing subscriptions@agriguru.africa with the subject line "Cancel AgriGuru Premium". Please provide the WhatsApp number or email address linked to your subscription, but do not send passwords or full payment-card details.

You may also use a self-service cancellation option where one is made available. We will arrange for future recurring payments to stop promptly after receiving a valid cancellation request. Premium features will ordinarily remain available until the end of the period already paid for. If a payment is collected after an effective cancellation in error, we will investigate and provide an appropriate remedy.

4. When refunds may be issued

4.1 Duplicate or incorrect charges. Verified duplicate payments, erroneous collections or unauthorised charges will be investigated and refunded where appropriate.

4.2 Material service failure. Where a substantial paid feature was not provided or the service failed materially, customers may qualify for an appropriate refund or alternative remedy under applicable law.

4.3 Statutory rights. Qualifying electronic transactions may carry a seven-day cooling-off right under section 44 of the Electronic Communications and Transactions Act, 2002. For services, this period generally runs from the date the agreement is concluded. The Act contains exceptions, including where a service has begun with the consumer's consent before the cooling-off period expires. Where the statutory right applies, we will honour its requirements, including the applicable refund deadline.

5. Voluntary cancellation and partial months

A voluntary cancellation does not ordinarily produce a refund for time already paid for where Premium access has been provided and no statutory refund right applies. We do not routinely offer pro-rata refunds for unused days within a month. This does not limit statutory cancellation rights, rights arising from service failures or remedies for erroneous billing.



6. How to request a refund

Email subscriptions@agriguru.africa with your name, registered WhatsApp number or email address, payment date, amount, Payfast reference (if available), and a short explanation of the issue. Please do not include passwords, card PINs, or full card numbers.

We aim to acknowledge requests within two business days and resolve straightforward cases within ten business days. If additional information or investigation is needed, we will keep you informed. Any statutory refund deadline takes precedence over these service targets.

7. How refunds are processed

Approved refunds will ordinarily be processed through PayFast to the original payment method, subject to payment-system requirements. The time for funds to appear may depend on the bank or payment provider. Where a statutory cooling-off refund applies, AgriGuru will comply with the deadline prescribed by law.

8. Unsuccessful recurring payments

If a scheduled subscription collection fails, Premium access may be paused until the payment issue has been resolved. No further recurring collection will be initiated for a subscription that has been validly cancelled.

9. Policy updates and consumer rights

We may update this policy as the service evolves, while preserving all rights arising under applicable South African consumer legislation. In any conflict between this policy and mandatory legislation, the applicable legislation prevails.

10. Business and contact details

Trading name: AgriGuru Africa

Registered operator: Greenfield Consulting Group | Registration number: 2023/133221/07

Registered office: Franklin on 8th, 9th Road, Noordwyk, Midrand, Gauteng, 1687

Subscription and refund enquiries: subscriptions@agriguru.africa | Website: <https://agriguru.africa>