

## **Thought Masters Privacy Policy**

Thought Masters is a Business Creation Specialist that specializes in the creation of new businesses. We respect your privacy and are committed to protecting your personal information in accordance with the Protection of Personal Information Act 4 of 2013 (POPIA).

This privacy policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website, use our online services, or interact with us through other digital platforms. Please read this policy carefully and contact us if you have any questions or concerns.

By using our website or services, you consent to the processing of your personal information as described in this policy. If you do not agree with the terms of this policy, please do not access or use our website or services.

### **What personal information do we collect?**

We may collect personal information from you in various ways, such as when you:

- Register for an account on our website or online platform;
- Request a quote, consultation, or other service from us;
- Subscribe to our newsletter, blog, or other communications;
- Participate in our surveys, competitions, promotions, or events;
- Contact us via email, phone, social media, or other channels;
- Provide feedback, testimonials, reviews, or ratings on our website or services;
- Apply for a job or internship with us; or
- Otherwise interact with us or our website or services.

### **The types of personal information we may collect include:**

- Your name, surname, email address, phone number, physical address, and other contact details;
- Your company name, registration number, industry, and other business details;
- Your username, password, and other account details;
- Your preferences, interests, needs, goals, and feedback;
- Your billing information, payment method, and transaction history;
- Your IP address, browser type, device type, operating system, and other technical information;
- Your browsing history, pages viewed, links clicked, and other usage data; and
- Any other information you voluntarily provide to us or that we may obtain from third parties with your consent.

## **Why do we collect your personal information?**

We may use your personal information for various purposes, such as to:

- Provide you with the services you request or purchase from us;
- Communicate with you about our services, offers, updates, and events;
- Respond to your inquiries, complaints, feedback, or suggestions;
- Process your payments and invoices and prevent fraud;
- Manage your account and preferences and provide you with customer support;
- Improve our website and services and enhance your user experience;
- Conduct market research and analysis and measure our performance;
- Develop new products and services and expand our business activities;
- Comply with our legal obligations and protect our rights and interests; and
- Any other purpose for which you give us your consent.

## **How do we share your personal information?**

We may share your personal information with third parties in certain circumstances, such as when we:

- Engage service providers, contractors, consultants, or partners to assist us with our business operations or service delivery;
- Collaborate with other organizations or entities that offer products or services that may be of interest to you;
- Transfer or assign our rights and obligations under any contract or agreement with you;
- Participate in a merger, acquisition, sale, reorganization, or liquidation of our business or assets;
- Disclose information to law enforcement agencies, regulators, courts, or other authorities as required by law or to protect our rights and interests; and
- Obtain your consent or authorization to do so.

We will take reasonable steps to ensure that any third party that receives your personal information from us respects your privacy rights and complies with POPIA and other applicable laws.

## **How do we protect your personal information?**

We take appropriate technical and organizational measures to protect your personal information from unauthorized access, use, disclosure, modification, or destruction. These measures include:

- Using encryption, firewalls, antivirus software, and other security tools to safeguard your data;

- Limiting access to your data to only those employees, contractors, or agents who need it to perform their duties; and
- Training our staff on data protection principles and best practices.

However, no method of transmission over the Internet or method of electronic storage is 100% secure. Therefore, we cannot guarantee the absolute security of your data or assume any liability for any breach that may occur.

### **How long do we keep your personal information?**

We will retain your personal information for as long as necessary to fulfill the purposes for which we collected it or as required by law. We will delete or anonymize your data when it is no longer needed or when you request us to do so.

### **What are your rights regarding your personal information?**

You have certain rights regarding your personal information under POPIA and other applicable laws. These rights include:

- The right to access and obtain a copy of your data;
- The right to rectify or update your data if it is inaccurate or incomplete;
- The right to erase or delete your data if you withdraw your consent or if we have no legal basis to keep it;
- The right to restrict or limit the processing of your data in certain circumstances;
- The right to object to the processing of your data for direct marketing purposes or for any other reason that infringes on your interests;
- The right to data portability or to receive your data in a structured, commonly used, and machine-readable format and to transmit it to another controller;
- The right to complain to the Information Regulator or any other supervisory authority if you believe that we have violated your privacy rights; and
- The right to withdraw your consent at any time without affecting the lawfulness of the processing based on your consent before its withdrawal.

You can exercise your rights by contacting us using the details provided below. We will respond to your request within a reasonable time and in accordance with POPIA and other applicable laws.

### **How do we use cookies and other tracking technologies?**

We may use cookies and other tracking technologies to collect and store information about your use of our website or services. Cookies are small text files that are placed on your device by a web server when you visit a website. They help us to:

- Remember your preferences and settings;
- Enhance the functionality and performance of our website and services;
- Deliver relevant content and advertising to you; and
- Analyze our website traffic and user behavior.

You can manage your cookie preferences by adjusting your browser settings. You can also opt out of receiving targeted ads from third-party advertisers and ad networks by visiting [www.youronlinechoices.com](http://www.youronlinechoices.com) or [www.aboutads.info/choices](http://www.aboutads.info/choices). However, please note that disabling cookies may affect the functionality and availability of some features of our website or services.

### **How do we update this policy?**

We may update this policy from time to time to reflect changes in our practices, technologies, or legal requirements. We will notify you of any material changes by posting the updated policy on our website or by sending you an email or other notification. We encourage you to review this policy periodically to stay informed about how we process your personal information.

### **How do you contact us?**

If you have any questions, comments, or concerns about this policy or our privacy practices, please contact us at:

Thought Masters – Business Creation Specialists

Email: [popia@thoughtmasters.co.za](mailto:popia@thoughtmasters.co.za)

Phone: +27 76 501 5387

We will do our best to address your concerns and resolve any issues you may have.