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Personal Data Collection and Usage for Online Bookings

1. Who we are

Infinity4 CC

Registration number: CK 1997/003247/23

Registered in Bedfordview, Johannesburg, South Africa

Email: adele@infinity4.co.za

When you book an online session with Infinity4, we act as the “responsible party” for the personal information you share with us.

2. What information we collect

When you make an online booking, we may collect and store:

- Your name and surname
- Your email address and contact number
- Your company name and your role or title
- Booking details such as date, time, meeting type and preferred channel
- Any notes or context you choose to share before the session
- Basic technical information such as IP address, browser type and usage data if collected via our website or booking tool

If you connect through a third-party booking tool, such as Calendly, Booking or a similar service, that provider may also collect information in line with its own privacy policy.

3. How we use your information

We use your personal information to:

- Schedule, confirm and manage your booking
- Prepare properly for our session so that the time is well spent
- Communicate with you about the meeting, including reminders and follow-up
- Keep basic records of engagements for internal planning, reporting and quality purposes
- Send you relevant updates about Infinity4 services, content and events, where you have given consent or where you would reasonably expect such communication in the context of our relationship



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- Improve our services and website experience by understanding how people find and use our booking pages

We do not sell your personal information.

4. Our legal basis for processing

We process your personal information on the following grounds:

- Your consent when you voluntarily submit information to make a booking
- Our legitimate interest in managing client relationships, providing our services and growing the Infinity4 business in a responsible and lawful way
- Compliance with applicable legal obligations where required

You may withdraw your consent at any time by contacting us. This will not affect processing that has already taken place.

5. Sharing of information

We only share your personal information with:

- Service providers who help us run our business, such as booking tools, email platforms, CRM systems, cloud storage providers and video conferencing tools
- Professional advisers such as legal, financial or IT support where needed
- Regulators or authorities where we are legally required to do so

Where service providers process personal information for us, they do so under written agreements and are required to keep your information secure and confidential.

Some of these service providers may be located outside South Africa. In such cases, we take reasonable steps to ensure that your information is protected in line with POPIA and other applicable data protection standards.

6. Data retention

We keep your personal information only for as long as it is needed for the purposes described above or as required by law.

In practice, this means:

- Booking and communication records are generally kept for as long as we have an active relationship with you and for a reasonable period afterwards
- Financial or invoicing records which contain personal information may be kept for longer where required by tax or company law



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When information is no longer needed, we delete it or de-identify it in a secure way.

7. Security

We take reasonable and appropriate technical and organisational measures to protect your personal information from loss, misuse, unauthorised access, disclosure, alteration or destruction.

This includes secure storage, access controls, password protection and using reputable third-party platforms with strong security practices.

However, no system is entirely risk-free, so we cannot guarantee absolute security of information transmitted over the internet.

8. Marketing communication and preferences

From time to time, we may use your contact details to share:

- Insights, content or resources that are relevant to your role
- Information about Infinity4 services, offers or events
- Follow-up invitations after an initial session

You can opt out of marketing communication at any time by clicking “unsubscribe” in our emails or by contacting us directly at adele@infinity4.co.za. We will still send you essential service communications related to active bookings or engagements.

9. Your rights

Under South African law (including POPIA), you have several rights regarding your personal information. These include the right to:

- Ask what personal information we hold about you
- Request access to that information
- Ask us to correct or update information that is inaccurate or incomplete
- Request deletion of information where it is no longer necessary for us to keep it, or where you have withdrawn consent
- Object to certain types of processing, including direct marketing
- Lodge a complaint with the Information Regulator if you believe your rights have been infringed

To exercise any of these rights, please contact us at adele@infinity4.co.za.

Information Regulator contact details can be found on the official Information Regulator South Africa website.



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10. Cookies and tracking

If bookings are made via our website, we may use cookies and similar technologies to:

- Ensure the site and booking pages function properly
- Understand how visitors use our site and where they come from
- Improve content, navigation and user experience

You can usually manage cookie preferences through your browser settings. Some features of the site may not work properly if certain cookies are disabled.

11. Updates to these terms

We may update these Personal Data Collection and Usage Terms from time to time to reflect changes in our services, legal requirements or best practice.

The latest version will always be available on our website and will apply from the date it is posted.