



www.infinity4.co.za

Infinity4 Privacy Policy

Last updated: 2025/11/13

Infinity4 CC

Registration number: CK 1997/003247/23

Registered in Bedfordview, Johannesburg, South Africa

Email: adele@infinity4.co.za

We respect your privacy and take the protection of your personal information seriously. This policy explains what we collect, how we use it, and the choices you have.

If you are reading this, you probably care about how your data is treated. So do we.

1. When this policy applies

This Privacy Policy applies when you interact with Infinity4, including when you:

- Visit our website
- Make an online booking
- Contact us by email, phone or social media
- Sign up for updates, downloads or events
- Work with us as a client, supplier or partner

It covers how we handle personal information under South African law, including POPIA, and where relevant, other data protection laws.

2. The information we collect

We collect and process different types of personal information, depending on how you interact with us. This may include:

Identity and contact details

- Name and surname
- Email address
- Phone number
- Job title and role
- Company name and basic company information

Engagement information

- Booking details and meeting history
- Notes related to our consultations or projects
- Emails and messages exchanged with us
- Services you have shown interest in or contracted

Website and technical information

- IP address and general location
- Device type and browser type
- Pages visited, time on site, referring websites
- Cookies and similar technologies, where used

Financial and administrative information

- Invoicing details
- Payment references
- Contract and proposal records

We collect information:

- Directly from you when you submit forms, book a meeting, contact us or work with us
- Automatically through our website and tools, using cookies and analytics
- From third party platforms that you choose to use, such as booking tools or video call platforms

We do not intentionally collect special categories of personal information (such as health data) or information about children. If such information is shared with us by mistake, we will handle it sensitively and only keep it if absolutely necessary.

3. Why we use your information

We use personal information for clear and limited purposes, such as:

- Providing our services and fulfilling our agreements with you
- Managing bookings, consultations and project work
- Communicating with you about meetings, proposals, work in progress and follow-ups
- Sending relevant content, insights or invitations where you would reasonably expect this based on our relationship, or where you have opted in
- Improving our services, offers and website experience
- Keeping internal records for planning, reporting and governance
- Meeting legal, tax and regulatory obligations

We do not sell your personal information.

4. Our legal basis for processing

Depending on the situation, we may process your information on one or more of the following grounds:

- **Consent**
When you voluntarily provide information (for example, in an online booking form or subscription form), you agree that we may use it for that purpose.
- **Contract**
When we need to process your information to prepare for, enter into, or perform a contract or engagement with you or your organisation.
- **Legitimate interest**
When we have a reasonable business interest in processing your data that does not override your rights, such as improving our services, staying in touch with existing contacts, or managing our operations.
- **Legal obligation**
When we are required to keep or share certain information for legal, tax or regulatory reasons.

You may withdraw consent at any time, where processing is based on consent. This will not affect processing that has already taken place.

5. How we share your information

We only share your personal information where it is necessary, appropriate and lawful.

We may share information with:

- Service providers who support our business, such as:
 - Online booking tools
 - Email and newsletter platforms
 - Cloud storage and collaboration tools
 - Customer relationship management (CRM) tools
 - Website hosting and analytics providers
- Professional advisers, such as legal, accounting or IT support, where needed
- Third parties where you ask us to introduce you or collaborate with you, for example partners in our network
- Regulators, authorities or other parties where we are required to do so by law or to protect our rights

Where service providers process personal information on our behalf, we require them to protect your information and use it only for the agreed purpose.

Some service providers may be based outside South Africa. When information is transferred cross-border, we take reasonable steps to ensure that it is protected in line with POPIA and other applicable standards.

6. Cookies and website tracking

Like most websites, we may use cookies and similar technologies to:

- Help the site function properly
- Remember certain preferences or interactions
- Understand how people find and use our website and booking pages
- Improve content and navigation over time

You can manage or disable cookies through your browser settings. Some parts of the site may not work fully if certain cookies are disabled.

If we use specific analytics or advertising tools, we will explain this in a short cookie notice on the site.

7. How long we keep your information

We keep personal information for as long as it is needed for the purposes set out in this policy, or as required by law.

In practice:

- Client and engagement records are usually kept for the duration of the relationship and for a reasonable period afterwards
- Financial and invoicing records that include personal information may be kept for a longer period, as required by tax and company law
- Marketing-related data is kept while you remain subscribed or engaged, or until you opt out

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

8. How we protect your information

We take reasonable and appropriate steps to keep your personal information secure and to prevent loss, misuse, unauthorised access, disclosure, alteration or destruction.

This includes:

- Using reputable, security-conscious third-party platforms
- Access controls and password protection
- Limiting access to those who need it for their work
- Regular housekeeping and review of stored information

No system is ever completely risk-free, but we aim to act responsibly and to respond quickly if any issue arises.



www.infinity4.co.za

9. Marketing communication and your choices

We like to share useful, relevant content, not noise.

We may contact you with:

- Updates about Infinity4 services
- Insights, tools or resources related to marketing leadership and growth
- Invitations to events, webinars or sessions
- Follow ups after engagements

You can opt out of marketing communication at any time by clicking “unsubscribe” where available, or by contacting us directly at adele@infinity4.co.za.

Even if you opt out of marketing, we may still contact you about active work, bookings, or important administrative matters.

10. Your rights

Under POPIA and other applicable laws, you may have the right to:

- Ask what personal information we hold about you
- Request access to that information
- Ask us to correct or update inaccurate or incomplete details
- Request deletion of information in certain circumstances
- Object to or restrict certain types of processing, including direct marketing
- Withdraw consent where processing is based on consent
- Lodge a complaint with the Information Regulator if you believe your rights have been violated

To exercise any of these rights, or to ask a question, contact:

Email: adele@infinity4.co.za

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

11. Third-party websites and platforms

Our website or communication may contain links to other websites or platforms. We are not responsible for the privacy practices of those third parties.

If you use tools like Booking, Calendly or video meeting platforms to connect with us, your information may also be processed under their privacy policies. We encourage you to read those policies as well.



www.infinity4.co.za

12. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in:

- Our services or tools
- Legal or regulatory requirements
- Best practices in data protection

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