

PRIVACY POLICY

Effective Date: 2025-01-01

This digital platform is operated by **Infinite Pursuit (Pty) Ltd**, a private company duly incorporated in the Republic of South Africa with registration number 2013/044424/07 ("the Company", "we", "us", "our"). This Privacy Policy outlines how we collect, use, store, and disclose your personal information in accordance with the **Protection of Personal Information Act, 2013 (POPIA)** and other applicable South African data protection laws.

By accessing this platform or submitting personal information, you consent to the collection, use, and disclosure of your personal information as set out below.

1. DEFINITIONS

- **"Data Subject"** means the person to whom personal information relates.
 - **"Personal Information"** has the meaning assigned under POPIA and includes information relating to an identifiable, living natural or existing juristic person.
 - **"Processing"** means any operation or activity concerning personal information, including collection, use, storage, dissemination, or destruction.
 - **"Responsible Party"** means Infinite Pursuit (Pty) Ltd, which determines the purpose and means for processing personal information.
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2. SCOPE OF POLICY

This policy applies to all personal information processed by Infinite Pursuit through the website <https://infinitepursuit.co.za> and associated services, whether manually or through automated systems.

3. LEGAL BASIS FOR PROCESSING

We process personal information on the following legal grounds:

- **Consent:** Where you have explicitly agreed to the processing of your information.
 - **Legal obligation:** To comply with South African laws or legal processes.
 - **Contractual necessity:** To perform a contract with you.
 - **Legitimate interest:** For operational, security, or marketing purposes unless outweighed by your data protection rights.
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4. WHAT INFORMATION WE COLLECT

We may collect the following types of personal information:

- Full name, email address, phone number, contact details.
- Identification or demographic information.
- Login credentials and authentication data.
- Any content submitted via forms or interactive areas of the website.

- Technical and usage data via cookies (e.g., IP address, browser type, device information, pages visited).

We do not collect **Special Personal Information** as defined in POPIA (e.g., health, religious beliefs, biometric data) unless specifically required and with your explicit consent.

5. COLLECTION METHODS

We collect personal information through:

- Online forms or registrations.
- Cookies and similar tracking technologies.
- Direct communication (emails, support chats).
- Public or user-submitted content.

You may choose to withhold personal information. However, this may limit your use of some services.

6. USE OF PERSONAL INFORMATION

Your personal information may be used for:

- Communicating with you regarding services, support, and updates.
 - Processing user registrations and transactions.
 - Marketing or promotional communications (only with your consent).
 - Analytics and service improvements.
 - Compliance with legal obligations.
 - Security, fraud detection, and site protection.
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7. SHARING AND DISCLOSURE

We do **not** sell or lease personal information. We may share it with:

- **Authorised service providers** for data hosting, IT services, marketing, analytics.
- **Regulators or legal authorities** where required by law.
- **Successor entities** in the case of mergers or business transfer.
- **Third parties** where you provide explicit consent.

All service providers are bound by written agreements that ensure lawful processing in line with POPIA.

8. INTERNATIONAL TRANSFERS

Where data is transferred across borders, we ensure:

- Adequate legal protection mechanisms (e.g., contractual clauses).
 - Transfers are necessary and in your interest.
 - Compliance with **Section 72** of POPIA for international data transfers.
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9. YOUR RIGHTS UNDER POPIA

You have the right to:

- **Access** your personal data held by us.
- **Correct or update** inaccurate information.
- **Object** to or restrict certain forms of processing.
- **Withdraw consent** at any time (without affecting prior processing).
- **Delete** your personal information where retention is no longer lawful.
- Lodge a complaint with the **Information Regulator** at <https://inforegulator.org.za>.

To exercise your rights, contact us using the details provided below.

10. COOKIES

We use cookies and similar tracking tools to:

- Understand site usage and user behavior.
- Improve user experience and personalise content.
- Monitor marketing campaign performance.

You can manage or disable cookies via your browser. For guidance, see www.aboutcookies.org.

11. DATA RETENTION

We retain your personal information only for as long as necessary to fulfil the purposes it was collected for, or as required by law. Thereafter, it is securely destroyed or de-identified.

12. SECURITY SAFEGUARDS

We implement appropriate, reasonable security measures (technical and organizational) to protect your data from loss, misuse, unauthorised access, disclosure, or alteration.

These include:

- Encrypted connections (SSL/TLS).
 - User authentication and access control.
 - Regular vulnerability assessments and backups.
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13. THIRD-PARTY LINKS

This site may contain links to other websites. We are not responsible for the privacy practices or content of third-party sites. We encourage you to read their privacy notices.

14. CHILDREN'S PRIVACY

Our platform is not intended for users under the age of 18 or under the legal drinking age in your jurisdiction. We do not knowingly process data of minors without parental or legal guardian consent. If discovered, such data will be removed.

15. UPDATES TO THIS POLICY

This Privacy Policy may be updated periodically. Changes will be posted on this page with the "Effective Date" updated. Continued use of the platform constitutes acceptance of any changes.

16. GOVERNING LAW

This policy shall be governed and interpreted according to the laws of the Republic of South Africa, including POPIA and related legislation.