

Privacy Policy

Effective Date: 2014-01-01

Last Updated: 2025-04-09

1. Introduction

Activa Valuation Services (Pty) Ltd ("we", "us", "our") is committed to protecting the privacy of individuals and ensuring that personal information is processed in accordance with the **Protection of Personal Information Act (POPIA)**. This Privacy Policy outlines how we collect, use, disclose, and safeguard personal information.

2. Definitions

- **Personal Information:** Information relating to an identifiable, living natural person or existing juristic person.
- **Data Subject:** The individual or entity to whom the personal information relates.
- **Processing:** Any operation involving personal information, including collection, storage, use, dissemination, or destruction.
- **Responsible Party:** The entity that determines the purpose and means of processing personal information.
- **Operator:** A third party who processes personal information on behalf of the Responsible Party.

3. Information We Collect

We may collect and process the following types of personal information:

- Identity and contact details (e.g., name, ID number, email, phone)
- Employment and professional data
- Online identifiers and device information
- Data obtained from public sources or third-party providers

4. Purpose of Collection

We collect personal information for:

- Providing data services and analytics
- Contractual obligations
- Legal compliance
- Research and development
- Marketing (with consent)

5. Legal Basis for Processing

We process personal information based on:

- **Consent** of the data subject
- **Contractual necessity**
- **Legal obligation**

- **Legitimate interest** of the data subject or the company

6. Data Subject Notification

Where personal information is collected directly or indirectly, we will notify the data subject of:

- The purpose of collection
- Whether provision is voluntary or mandatory
- Consequences of failure to provide information
- Intended recipients and cross-border transfers
- Their rights under POPIA

7. Data Subject Rights

Data subjects have the right to:

- Access their personal information
- Request correction or deletion
- Object to processing
- Withdraw consent
- Lodge complaints with the Information Regulator

8. Data Sharing and Disclosure

We may share personal information with:

- Service providers and operators
- Regulatory authorities
- Business partners (with safeguards)
- As required by law

We do **not sell** personal information.

9. Security Safeguards

We implement reasonable technical and organizational measures to:

- Prevent unauthorized access, loss, or destruction
- Encrypt data at rest and in transit
- Monitor and update security controls
- Respond to data breaches promptly

10. Retention and Disposal

Personal information is retained only as long as necessary for the purpose it was collected, unless:

- Required by law
- Retained for lawful business purposes

- Consent has been given for longer retention

Records are securely disposed of when no longer needed.

11. Direct Marketing

We will only send direct marketing communications:

- With prior consent
- To existing customers, with opt-out options
- In compliance with Section 69 of POPIA

12. Information Officer

Our designated **Information Officer** is responsible for:

- Ensuring POPIA compliance
- Handling data subject requests
- Maintaining our PAIA manual
- Conducting awareness and training

Contact Details:

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13. Changes to This Policy

We may update this policy periodically. Updates will be posted on our website and communicated where appropriate.