

PRIVACY POLICY

Effective Date: 17 July 2026

Digitalx Group (Pty) Ltd ("Digitalx", "we", "our", or "us") respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how we collect, use, store, disclose, and protect your personal information when you use our website, contact us, or make use of our services.

By accessing our website or using our services, you agree to the collection and processing of your personal information in accordance with this Privacy Policy.

1. Company Information

Digitalx Group (Pty) Ltd

Registration Number: 2019/454913/07

11 Albuca Street

Melton Rose

Cape Town

South Africa

7100

Email: hello@digitalxagency.io

Cape Town: 021 879 3035

Gauteng: 012 880 0270

National: 078 849 1129

Chief Officer: Keith Vilani

2. Information We Collect

Depending on how you interact with us, we may collect the following information:

Personal Information

- Full name
- Company or business name
- Email address
- Telephone number
- Physical or postal address
- Billing information
- Company registration details
- VAT number (where applicable)

Technical Information

When visiting our website, we may automatically collect:

- IP address
- Browser type
- Device information
- Operating system
- Pages visited
- Date and time of access
- Referral website
- Website usage statistics

Marketing Information

Where you choose to receive communications from us, we may collect:

- Marketing preferences
- Newsletter subscriptions
- Communication history

- Survey responses
- Event registrations

3. How We Collect Information

We collect information when you:

- visit our website;
- complete a contact form;
- request a quotation;
- purchase a service;
- communicate with us by email, telephone, WhatsApp, or social media;
- subscribe to newsletters or marketing communications;
- participate in promotions or surveys; or
- interact with our advertisements.

4. Why We Collect Your Information

We process personal information to:

- provide our services;
- prepare quotations and invoices;
- communicate with you;
- manage customer accounts;
- process payments;
- deliver website development projects;
- manage digital marketing campaigns;
- register companies and provide compliance services;

- improve our website and services;
- provide customer support;
- comply with legal and regulatory obligations;
- detect fraud, abuse, or security incidents; and
- send marketing communications where permitted by law or where you have consented.

5. Legal Basis for Processing

Where applicable, we process personal information based on:

- your consent;
- the performance of a contract;
- compliance with legal obligations;
- our legitimate business interests; or
- other lawful grounds recognised under the Protection of Personal Information Act, 2013 (POPIA).

6. Cookies and Similar Technologies

Our website uses cookies and similar technologies to:

- remember your preferences;
- improve website performance;
- analyse website traffic;
- enhance user experience; and
- support marketing and advertising activities.

You may disable cookies through your browser settings. Some website features may not function correctly if cookies are disabled.

7. Analytics and Advertising

We may use trusted third-party services to understand how visitors use our website and to measure the effectiveness of our marketing campaigns.

These may include services such as:

- Google Analytics
- Google Ads
- Google Tag Manager
- Meta Pixel
- Microsoft Clarity
- Search Console and similar website analytics tools

These providers may use cookies or similar technologies in accordance with their own privacy policies.

8. Sharing Your Information

Digitalx does not sell your personal information.

We may share information with trusted third parties where necessary to provide our services, including:

- website hosting providers;
- domain registrars;
- payment processors;
- email service providers;
- cloud storage providers;
- marketing and advertising platforms;
- government authorities (such as CIPC where applicable);
- professional advisers; and

- law enforcement or regulatory authorities where required by law.

All third parties are expected to protect your information appropriately.

9. International Transfers

Some service providers may process information outside South Africa.

Where personal information is transferred internationally, Digitalx will take reasonable steps to ensure appropriate safeguards are in place and that your information receives an adequate level of protection.

10. Data Security

We implement reasonable technical and organisational measures to protect personal information against:

- unauthorised access;
- accidental loss;
- misuse;
- alteration;
- disclosure; and
- destruction.

While we take appropriate precautions, no internet transmission or electronic storage method can be guaranteed to be completely secure.

11. Data Retention

We retain personal information only for as long as necessary to:

- provide our services;
- maintain business records;
- comply with legal obligations;

- resolve disputes; and
- enforce our agreements.

When information is no longer required, it will be securely deleted, destroyed, or anonymised where reasonably practicable.

12. Your Rights

Subject to applicable law, you may have the right to:

- request access to your personal information;
- request correction of inaccurate information;
- request deletion of information where legally permitted;
- object to certain processing activities;
- withdraw consent where processing is based on consent;
- request restriction of processing in certain circumstances; and
- lodge a complaint with the Information Regulator of South Africa.

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

13. Marketing Communications

Where permitted by law, we may send information about our services, promotions, or updates.

You may opt out of marketing communications at any time by:

- clicking the unsubscribe link in our emails;
- replying "STOP" where applicable; or
- contacting us directly.

Opting out of marketing communications will not affect important service-related communications.

14. Children's Privacy

Our services are not intended for children under the age of 18.

We do not knowingly collect personal information from children. If we become aware that personal information relating to a child has been collected without appropriate consent, we will take reasonable steps to remove it.

15. Third-Party Websites

Our website may contain links to third-party websites.

Digitalx is not responsible for the privacy practices, content, or security of external websites. We encourage you to review the privacy policies of any third-party sites you visit.

16. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business practices, legal requirements, or technology.

Any updated version will be published on our website and will become effective from the stated effective date.

17. Contact Us

If you have any questions about this Privacy Policy or how we process your personal information, please contact us.

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18. **Complaints**

If you believe that your personal information has been processed unlawfully, you may contact us so that we can attempt to resolve the matter.

You also have the right to lodge a complaint with the Information Regulator (South Africa) in accordance with the Protection of Personal Information Act (POPIA).

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