

Privacy Policy – The Digital Lab

Effective Date: August 2025

Website: www.thedigitallab.co.za

The Digital Lab (“we”, “our”, “us”) respects your privacy and is committed to protecting your personal information in compliance with the Protection of Personal Information Act (POPIA) of South Africa.

1. Information We Collect

We may collect the following personal information:

- Name and surname
 - Email address
 - Phone number
 - Business name
 - Any information you provide via our contact forms, email, or other communication methods
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2. How We Use Your Information

Your information may be used to:

- Respond to enquiries and provide our services
 - Send updates, marketing material, or relevant information (with your consent)
 - Improve our services and website functionality
 - Comply with legal obligations
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3. Sharing Your Information

We do not sell or rent your personal information.

We may share your information with:

- Service providers who assist in delivering our services (e.g. hosting, email platforms)
 - Legal authorities when required by law
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4. Data Security

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

5. Your Rights

Under POPIA, you have the right to:

- Access the personal information we hold about you
 - Request correction or deletion of your personal information
 - Withdraw consent for processing your information
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6. Cookies

Our website may use cookies to improve user experience and track site performance. You can disable cookies in your browser settings.

7. Contact Us

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

 **Email:** info@thedigitallab.co.za