**PRIVACY POLICY**
**504 Collective (Pty) Ltd**
**Effective Date: 3 March 2025**

504 Collective (Pty) Ltd ("504 Collective," "we," "us," or "our") respects your privacy and is committed to protecting your personal information in compliance with the Protection of Personal Information Act, 2013 ("POPIA"). This Privacy Policy outlines how we collect, use, and protect your personal information when you visit our website (https://www.504collective.co.za/) or engage with our services.

**1. PERSONAL INFORMATION WE COLLECT**

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

* **Identity Information:** Name, surname, company name.
* **Contact Information:** Email address, phone number, postal address.
* **Billing Information:** Payment details, VAT number, invoicing information.
* **Technical Information:** IP address, browser type, device details, and website usage data.
* **Marketing and Communications Information:** Preferences for receiving marketing materials, communication preferences.

**2. HOW WE COLLECT PERSONAL INFORMATION**

We collect personal information through the following means:

* When you fill out contact forms on our website.
* When you request a quote or purchase services.
* When you subscribe to our newsletter or marketing communications.
* When you interact with us via email, phone, or social media.
* Through website cookies and tracking technologies (see Section 7: Cookies and Tracking Technologies).

**3. PURPOSES FOR PROCESSING PERSONAL INFORMATION**

We process personal information for the following purposes:

* To provide and deliver our services to you.
* To communicate with you regarding inquiries, quotations, and customer support.
* To process payments and issue invoices.
* To improve our website, services, and user experience.
* To send marketing materials (only if you have opted in).
* To comply with legal and regulatory requirements.

**4. LEGAL BASIS FOR PROCESSING PERSONAL INFORMATION**

Under POPIA, we process personal information based on the following lawful grounds:

* **Performance of a Contract:** When we need to process your personal data to provide our services.
* **Legal Obligations:** When we must comply with legal or regulatory requirements.
* **Legitimate Interest:** When we process data for business purposes, such as improving services, preventing fraud, or communicating with clients.
* **Consent:** When you provide explicit consent for specific uses, such as marketing communications.

**5. SHARING OF PERSONAL INFORMATION**

We do not sell or rent personal information to third parties. However, we may share your personal information with:

* **Service Providers:** Third-party vendors that assist with payment processing, IT support, or marketing.
* **Regulatory Authorities:** When required by law or to comply with legal proceedings.
* **Business Transfers:** In the event of a merger, acquisition, or sale of business assets.

All third parties are required to comply with strict confidentiality and data protection measures in line with POPIA.

**6. DATA SECURITY**

We implement reasonable technical and organisational security measures to protect personal information from loss, misuse, or unauthorised access. Measures include:

* Secure servers and encryption technologies.
* Access controls and authentication mechanisms.
* Regular security audits and updates.

However, while we take precautions, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

**7. COOKIES AND TRACKING TECHNOLOGIES**

Our website uses cookies and similar tracking technologies to improve user experience. By using our website, you consent to the use of cookies unless you disable them through your browser settings.

Types of cookies we use:

* **Essential Cookies:** Necessary for website functionality.
* **Analytical Cookies:** Help us understand website usage.
* **Marketing Cookies:** Used for targeted advertising and promotions.

You can manage cookie preferences through your browser settings.

**8. DATA RETENTION**

We retain personal information only for as long as necessary to fulfill the purposes outlined in this policy or as required by law. Once no longer needed, data is securely deleted or anonymised.

**9. YOUR RIGHTS UNDER POPIA**

Under POPIA, you have the right to:

* **Access your personal information** that we hold.
* **Request correction** of inaccurate or outdated information.
* **Object to processing** of your personal data for direct marketing.
* **Withdraw consent** at any time where processing is based on consent.
* **Request deletion** of personal information under certain circumstances.
* **Lodge a complaint** with the Information Regulator if you believe your rights have been violated.

To exercise these rights, contact us at **vicki@504collective.co.za**

**10. THIRD-PARTY LINKS**

Our website may contain links to third-party websites. We are not responsible for the privacy practices of such websites and encourage you to review their privacy policies before providing any personal information.

**11. UPDATES TO THIS PRIVACY POLICY**

We may update this Privacy Policy from time to time. The latest version will always be available on our website, and material changes will be communicated to users where applicable.

**12. CONTACT US**

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

**504 Collective (Pty) Ltd**
**Email:** vicki@504collective.co.za
**Address:** 519 Justice Mahomed St, Menlo Park, Pretoria, 0081

By using our website or engaging with our services, you acknowledge that you have read and understood this Privacy Policy and consent to the processing of your personal information in accordance with POPIA.