



# Privacy Policy

**Effective Date:** 03/02/2025

## 1. Introduction

Marutle Throne Consulting is committed to protecting your personal data and ensuring compliance with applicable data protection laws, including the **General Data Protection Regulation (GDPR)**, the **Protection of Personal Information Act (POPIA)**, and other relevant privacy laws. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website [www.marutlethrone.co.za](http://www.marutlethrone.co.za)

## 2. Information We Collect

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

- **Personal Identifiable Information (PII):** Name, email address, phone number, physical address, etc.
- **Technical Data:** IP address, browser type, device information, operating system.
- **Usage Data:** Pages visited, time spent on the site, clickstream data.
- **Marketing Preferences:** Communication preferences, opt-in/opt-out choices.

## 3. How We Collect Your Data

We collect data through:

- Direct interactions (e.g., forms you fill out on our website)
- Automated tracking technologies (cookies, analytics tools, etc.)
- Third-party integrations (if applicable, e.g., payment processors, marketing platforms)

## 4. How We Use Your Data

We process your personal data for the following lawful purposes:

- To provide and improve our services.
- To respond to inquiries and customer support requests.
- To comply with legal and regulatory obligations.
- For marketing and promotional activities (where permitted by law).
- To analyze website usage and improve user experience.



## 5. Legal Basis for Processing

Under GDPR and POPIA, our legal bases for processing personal data include:

- **Consent:** When you give explicit consent (e.g., subscribing to newsletters).
- **Contractual Necessity:** When processing is required to fulfill a contract with you.
- **Legal Obligation:** To comply with legal and regulatory requirements.
- **Legitimate Interests:** When processing is necessary for our business interests without overriding your rights.

## 6. Data Sharing & Third-Party Disclosure

We do not sell or rent your personal data. However, we may share your data with:

- Service providers (hosting, analytics, payment processors, etc.)
- Legal authorities when required by law.
- Third parties in case of a business merger or acquisition.

## 7. International Data Transfers

If your data is transferred outside the EU, UK, or South Africa, we ensure safeguards like **Standard Contractual Clauses (SCCs)** or other legally required measures.

## 8. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes outlined in this policy, unless required by law to retain it longer.

## 9. Your Rights

Depending on applicable laws, you have the following rights:

- **Access:** Request access to your personal data.
- **Correction:** Request corrections to inaccurate data.
- **Deletion:** Request deletion of your data (where applicable).
- **Objection:** Object to certain types of processing.
- **Data Portability:** Request transfer of your data to another service provider.

To exercise your rights, contact us at [Your Contact Email].



#### **10. Data Security**

We implement appropriate security measures to protect your data from unauthorized access, alteration, disclosure, or destruction.

#### **11. Cookies & Tracking Technologies**

We use cookies and similar technologies for website functionality, analytics, and marketing. You can manage cookie preferences via browser settings.

#### **12. Changes to This Privacy Policy**

We may update this policy periodically. Any significant changes will be communicated via email or website notification.

#### **13. Contact Information**

If you have any questions about this Privacy Policy, contact us at:

**Marutle Throne Consulting**

Email: [Lucy@Marutlethrone.co.za](mailto:Lucy@Marutlethrone.co.za)

Phone: 083 398 2932

Address: 2 Mushroom road, Kyalami, Midrand, 1864