

# Privacy Policy

**Effective Date:** 2025/07/04

**Last Updated:** 2025/07/04

This Privacy Policy describes how we collect, use, store, and protect your personal information in accordance with the **Protection of Personal Information Act (POPIA)** of South Africa.

By accessing and using our website, you agree to the terms of this Privacy Policy.

## 1. Who We Are

This website is operated by:

**SUB'ROCA South Africa**

2022/264538/07

38 Raven St, West Beach, Cape Town, 7449

Email: [info@subroca.co.za](mailto:info@subroca.co.za)

Phone: +2782 080 9010

## 2. What Information We Collect

We may collect and process the following personal information:

- Full name
- Email address
- Phone number
- Company name
- Any other information you voluntarily provide via our contact forms or communication

## 3. How We Collect Information

We collect personal data:

- When you complete contact forms or request quotes
- When you email or call us
- Automatically via cookies and analytics tools (see Section 7)

## 4. Purpose of Collection

We collect personal information to:

- Respond to your enquiries
- Provide requested services or quotes
- Improve our website performance and user experience

- Comply with legal or contractual obligations
- Send occasional marketing communication (if opted in)

## 5. Legal Basis for Processing

We process personal information where:

- It is necessary to fulfil a contract or quote request
- You have given us consent (e.g., marketing opt-in)
- We are required by law
- We have a legitimate interest (e.g., improving service delivery)

## 6. How We Store and Protect Your Information

Your personal information is stored securely and only accessible to authorized personnel. We implement appropriate technical and organizational security measures to prevent unauthorized access, disclosure, or misuse.

We do **not** sell, rent or share your personal information with third parties unless:

- Required by law
- You have consented
- Necessary to fulfil your request (e.g., a third-party delivery service)

## 7. Cookies and Analytics

We use cookies and third-party analytics tools (e.g., Google Analytics) to improve website performance and understand user behaviour.

Cookies are small text files stored on your device. You can disable cookies in your browser settings, though some site features may not function properly.

## 8. Your Rights Under POPIA

You have the right to:

- Access the personal information we hold about you
- Request correction or deletion of your data
- Withdraw consent for processing (e.g., marketing)
- Object to the processing of your information
- Lodge a complaint with the **Information Regulator** of South Africa

To exercise your rights, please contact us at [info@subroca.co.za](mailto:info@subroca.co.za)

## 9. Retention of Data

We retain your personal data only as long as necessary for the purposes outlined above or as required by law.

## 10. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on this page with an updated effective date. Please review this policy periodically.

## 11. Contact Us

If you have any questions or concerns about this Privacy Policy or how your data is handled, please contact:

**SUB'ROCA South Africa**

Email: [info@subroca.co.za](mailto:info@subroca.co.za)

Tel: **+2782 080 9010**