

## PRIVACY POLICY

Last updated **March 17, 2026**

This is a Privacy Policy for PROFIX COASTAL SERVICES (PTY) LTD with registration number 2026/131280/07 and registered address 5 Hoogenhout Street, Brackenfell, Cape Town 7560 South Africa ("Profix Coastal", "we", "us" or "our"). Profix Coastal is the "Responsible Party" (as defined in the Protection of Personal Information Act 4 of 2013 ("POPIA")) for the Personal Information we process.

This Privacy Policy describes how and why we might access, collect, store, use, and/or share ("**process**") your Personal Information when you use our services ("Services"), including when you:

- Visit our website at <https://www.profixcoastal.com> or any website of ours that links to this Privacy Policy.
- request a quotation, inspection, maintenance or other services from us;
- communicate with us (including by email, telephone, WhatsApp or social media);
- engage with us for marketing, events or promotions.

**Questions or concerns?** Reading this Privacy Policy will help you understand your privacy rights and choices. We are responsible for making decisions about how your Personal Information is processed. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at [Admin@profixcoastal.com](mailto:Admin@profixcoastal.com).

### 1. DEFINITIONS

For purposes of this Privacy Policy, and unless the context indicates otherwise:

- **Personal Information** has the meaning given in POPIA and includes information relating to an identifiable, living natural person and, where applicable, an identifiable existing juristic person.
- **Special Personal Information** has the meaning given in POPIA.
- **Operator** means a person who processes Personal Information for a responsible party in terms of a contract or mandate, without coming under the direct authority of that party.
- **Data Subject** means the person to whom Personal Information relates.

### 2. WHAT INFORMATION DO WE COLLECT?

**Personal Information you disclose to us.**

**In Short:** We collect Personal Information that you provide to us.

We collect Personal Information that you voluntarily provide to us when you express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

**Personal Information Provided by You.** The Personal Information that we collect depends on the context of your interactions with us and the Services, the choices you make and the products and features you use. The Personal Information we collect may include the following:

- names and surnames;
- email address and telephone number;
- physical address and/or service site address;
- billing information and billing address;
- job title and company name (where relevant);
- contact preferences;
- information you include in messages, requests, photos or documents you send us.

#### **Information we collect automatically**

When you visit our Website, we may automatically collect certain information such as:

- IP address;
- device type, browser type and settings;
- pages viewed, time spent, referring/exit pages;
- approximate location based on IP (not precise GPS location).

#### **Special Personal Information**

We do not intentionally collect or process Special Personal Information. If you provide such information to us, we will process it only to the extent permitted by POPIA and for the purpose for which you provided it.

### **3. HOW DO WE PROCESS YOUR INFORMATION (PURPOSES) AND OUR LAWFUL BASIS?**

**In Short:** We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent.

We process Personal Information only where permitted by POPIA. In particular, Personal Information may be processed where (among other grounds):

- you (or a competent person, where you are a child) consent;
- it is necessary to conclude or perform a contract with you;
- it is necessary to comply with a legal obligation;
- it protects a legitimate interest of you as the Data Subject;
- it is necessary for our legitimate interests or those of a third party, provided your interests and rights are not overridden.

We typically process your Personal Information for the following purposes:

- to respond to enquiries and provide quotations;
- to schedule inspections, maintenance and service visits;

- to provide and administer Services and manage client relationships;
- to issue invoices, process payments and maintain accounting records;
- to comply with legal and regulatory requirements;
- to ensure the security of our Website and systems, prevent fraud and manage risk;
- to send service-related communications (e.g., appointment confirmations);
- where permitted, to send marketing communications and measure their effectiveness.

We may communicate with you via WhatsApp and/or the ServCraft platform for operational purposes such as responding to enquiries, scheduling work, confirming appointments, sharing job-related updates, and receiving information from you (including photos, voice notes, documents, and service-site details).

Please note that WhatsApp and ServCraft are third-party platforms and your communications may be processed and stored on their systems (which may be located outside South Africa). While we take reasonable steps to protect Personal Information, communications sent via messaging platforms may carry privacy and security risks outside of our control. Where appropriate, you may choose to communicate with us via alternative channels (such as email or telephone).

By communicating with us via these platforms, you acknowledge and accept that such communication is subject to the terms and privacy practices of the relevant third-party platform.

If we send you marketing communications (for example, promotions or service offers), you may opt out at any time by:

- using the “unsubscribe” option in the message (where available);
- replying “STOP” (or an equivalent opt-out instruction) to the relevant communication channel; or
- emailing us at [admin@profixcoastal.com](mailto:admin@profixcoastal.com) with the subject line “Unsubscribe”.

Please note that opting out of marketing communications will not affect service-related communications that are necessary to provide the Services (such as appointment confirmations, service updates, invoices, or important notices).

Where we rely on consent as the lawful basis for processing (including for direct marketing), you may withdraw such consent at any time. Service-related communications are processed on the basis of contractual necessity and legitimate interest

#### **4. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?**

**In Short:** We may share information in specific situations described in this section and/or with the following third parties.

We may share Personal Information where necessary for the purposes set out above and on a need-to-know basis, including with:

- our employees and authorised representatives;
- contractors, technicians and service providers who assist us to deliver Services;

- Operators such as website hosting, email, cloud storage, accounting, and IT support providers;
- communication and workflow platforms we use to manage client interactions and service delivery (including WhatsApp and ServCraft), where applicable
- professional advisors (e.g., accountants, auditors, insurers and legal advisors);
- public authorities where required by law.

We do not sell Personal Information.

## **5. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?**

**In Short:** We may use cookies and other tracking technologies to collect and store your information.

We may use cookies and similar technologies to make the Website work properly and to understand how it is used.

You can control cookies through your browser settings. Disabling cookies may affect certain Website features.

## **6. HOW LONG DO WE KEEP YOUR INFORMATION?**

**In Short:** We keep your information for as long as necessary to fulfill the purposes outlined in this Privacy Policy unless otherwise required by law.

We will only keep your Personal Information for as long as it is necessary for the purposes set out in this Privacy Policy, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete such information or securely destroy it.

## **7. HOW DO WE KEEP YOUR INFORMATION SAFE?**

**In Short:** We aim to protect your Personal Information through a system of organizational and technical security measures.

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of any Personal Information we process.

However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we will do our best to protect your Personal Information, transmission

of Personal Information to and from our Services is at your own risk. You should only access the Services within a secure environment.

If we reasonably believe that Personal Information has been accessed or acquired by an unauthorised person (a 'security compromise'), we will take reasonable steps to notify affected Data Subjects and the Information Regulator where required.

## **8. DO WE COLLECT INFORMATION FROM MINORS?**

**In Short:** A "child" is a natural person under 18 years as defined in POPIA, and any consent must be provided by a competent person.

We do not knowingly collect, solicit data from, or market to children under 18 years of age, nor do we knowingly sell such Personal Information. By using the Services, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that Personal Information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under age 18, please contact us at [admin@prefixcoastal.com](mailto:admin@prefixcoastal.com).

## **9. WHAT ARE YOUR PRIVACY RIGHTS?**

Subject to POPIA and applicable law, you may request:

- access to your Personal Information;
- correction or updating of your Personal Information;
- deletion of Personal Information (where appropriate);
- objection to processing in certain circumstances;
- withdrawal of consent (where processing is based on consent);
- lodging a complaint with the Information Regulator.

You may object to or opt out of direct marketing at any time using the steps described in section 3, without providing reason.

## **10. OPERATORS (SERVICE PROVIDERS)**

Where we use Operators to process personal information on our behalf, we take reasonable steps to ensure that the Operator:

- processes Personal Information only with our knowledge and under our instruction;
- implements appropriate security measures;
- notifies us of any security compromise as soon as reasonably possible.

These requirements are addressed through written agreements with our Operators, where required by law.

## **11. SOUTH AFRICA (POPIA) – YOUR RIGHTS AND COMPLAINTS**

At any time, you have the right to request access to or correction of your Personal Information. You can make such a request by contacting us by using the contact details provided in this Policy.

If you are unsatisfied with the manner in which we address any complaint with regard to our processing of Personal Information, you can contact the office of the regulator, the details of which are:

- The Information Regulator (South Africa)
- General enquiries: [enquiries@infoeregulator.org.za](mailto:enquiries@infoeregulator.org.za)
- Complaints (complete POPIA/PAIA form 5): [PAIAComplaints@infoeregulator.org.za](mailto:PAIAComplaints@infoeregulator.org.za) & [POPIAComplaints@infoeregulator.org.za](mailto:POPIAComplaints@infoeregulator.org.za).

## **12. DO WE MAKE UPDATES TO THIS POLICY?**

**In Short:** Yes, we will update this notice as necessary to stay compliant with relevant laws.

We may update this Privacy Policy from time to time. The updated version will be indicated by an updated "Revised" date at the top of this Privacy Policy. If we make material changes to this Privacy Policy, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this Privacy Policy frequently to be informed of how we are protecting your information.

## **13. HOW CAN YOU CONTACT US ABOUT THIS POLICY?**

If you have questions or comments about this notice, you may email us at [admin@prefixcoastal.com](mailto:admin@prefixcoastal.com).

For POPIA matters, you may contact our Information Officer using the details in section 16.

## **14. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?**

You have a right to request access to the Personal Information we collect from you, details about how we have processed it, correct inaccuracies, or delete your Personal Information. You may also have the right to withdraw your consent to our processing of your personal information. These rights may be limited in some circumstances by applicable law. To request to review, update, or delete your Personal Information, please email [admin@prefixcoastal.com](mailto:admin@prefixcoastal.com) with the subject line 'POPIA Request'. Please provide sufficient information for us to verify your identity and locate the relevant records.

## **15. INTERNATIONAL TRANSFERS**

If we transfer Personal Information outside South Africa (for example, where our hosting or cloud providers store data in other countries), we will do so only where the recipient is subject to laws,

binding rules or agreements that provide an adequate level of protection, as contemplated in POPIA.

This may include transferring Personal Information to service providers that are subject to data protection laws, contractual obligations, or binding rules that provide protection substantially similar to POPIA

## **16. INFORMATION OFFICER**

Profix Coastal has appointed an Information Officer in terms of the Protection of Personal Information Act 4 of 2013 (“POPIA”). The Information Officer is responsible for ensuring compliance with POPIA and for handling requests and complaints relating to Personal Information.

For POPIA purposes, our Information Officer is:

Name: Landre Thomas

Email: [admin@profixcoastal.com](mailto:admin@profixcoastal.com)

Address: Hoogenhout Street, Brackenfell, Western Cape, 7560