

# Privacy Policy for IM-Inc (Pty) Ltd

## 1. Introduction

- 1.1. This Privacy Policy outlines how IM-Inc (Pty) Ltd ("we," "us," or "our"), a South African artificial intelligence (AI) company specializing in marketing and advertising, collects, uses, processes, and protects the personal information of visitors to our website, [im-inc.co.za](http://im-inc.co.za), in adherence to the Protection of Personal Information Act 4 of 2013.
- 1.2. IM-Inc is dedicated to operating with transparency and protecting the privacy of your personal information. We understand the importance of data protection in the digital and AI-driven age. This policy details our practices regarding the minimal personal information we collect through our website and how we process it lawfully, fairly, and securely.
- 1.3. This notice may be revised from time to time as and when necessitated by the changes in our growing business, and updated versions of this notice will be posted on our website and made available via email upon request. If you wish to receive this privacy policy by email, you may do so by request to our information officer at [informationofficer@im-inc.co.za](mailto:informationofficer@im-inc.co.za).

## 2. What is personal information

- 2.1. Examples of personal information include, but are not limited to –
  - 2.1.1. Name
  - 2.1.2. Identification number
  - 2.1.3. Contact information
  - 2.1.4. Financial information
  - 2.1.5. Information relating to race, gender, or sexual orientation
  - 2.1.6. Age
  - 2.1.7. Physical or mental health
  - 2.1.8. Disability
  - 2.1.9. Language

## 3. Personal Information We Collect

- 3.1. As a company focused on business-to-business services, we limit our data collection to what is essential for communication and service improvement. We collect the following types of information:
- 3.2. **Information You Voluntarily Provide:**
  - 3.2.1. **Contact Form Data:** When you fill out a "Contact Us" or similar form on our website, we collect the personal information you provide, which typically includes your **name, email address, phone number** and

**company name.** The purpose of this collection is solely to respond to your enquiry.

3.3. **Information Collected Automatically:**

3.3.1. **Website Analytics Data:** We use Google Analytics to understand how visitors engage with our website. Google Analytics collects information such as your **IP address (in an anonymized format), browser type, operating system, pages visited, and the duration of your visit.** This information is aggregated and anonymized, meaning it cannot be used to identify you personally. We use this data to improve our website's functionality and user experience.

3.4. We **do not** collect any special personal information (e.g., health, religion, or political beliefs) through our website.

4. **How and Why We Use Your Information**

4.1. Our use of your personal information is limited and purposeful, grounded in lawful bases as defined by POPIA.

4.1.1. **To Respond to You (Legitimate Interest):** We use the details you provide in our contact forms to respond to your enquiries, provide you with information about our AI marketing and advertising services, or to schedule a consultation.

4.1.2. **To Improve Our Website (Legitimate Interest):** We use the aggregated and anonymized data from Google Analytics to analyse website traffic and user behaviour. This helps us understand which parts of our site are most effective and where we can make improvements, ensuring we provide a better experience for our visitors.

4.1.3. **For Direct Marketing (Consent):** We will **not** use your contact information for direct marketing purposes unless we have obtained your prior, explicit, and informed consent to do so. Every marketing communication will provide a clear and easy way to opt-out of future communications.

5. **Use of Cookies and Google Analytics**

5.1. To collect analytics data, our website uses "cookies." A cookie is a small text file placed on your device.

5.1.1. **Google Analytics Cookies:** These cookies help us analyse your use of the website. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google uses this information to evaluate website usage, compile reports on website activity for us, and provide other services relating to website activity and internet usage.

- 5.1.2. **Your Choice:** You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline them. Please note that disabling cookies may impact your experience on our website. You can also opt-out of Google Analytics tracking by installing the Google Analytics Opt-out Browser Add-on.

## 6. **Disclosure of Your Information**

- 6.1. We do not sell, rent, or trade your personal information. We may only disclose your information in the following limited circumstances:
  - 6.1.1. **Service Providers:** We share information with Google as our analytics provider. We have agreements in place to ensure they comply with privacy requirements.
  - 6.1.2. **Legal Obligation:** If required by law, court order, or governmental regulation, we may disclose your personal information to the relevant authorities.

## 7. **Data Security and Retention**

- 7.1. We are committed to securing your personal information. We have implemented appropriate technical and organizational measures to prevent unauthorized access, disclosure, alteration, or destruction of your data. We retain the personal information collected from contact forms only for as long as necessary to fulfil the purpose for which it was collected or to comply with legal requirements. Anonymized analytics data may be retained for longer periods for statistical purposes.

## 8. **Your POPIA Rights**

- 8.1. Under the Protection of Personal Information Act, you have the right to:
  - 8.1.1. **Request access** to the personal information we hold about you.
  - 8.1.2. **Request correction or deletion** of your personal information.
  - 8.1.3. **Object** to the processing of your personal information.
  - 8.1.4. **Withdraw consent** for direct marketing at any time.
  - 8.1.5. **Lodge a complaint** with the Information Regulator of South Africa if you believe we are not in compliance with POPIA.
- 8.2. To exercise any of these rights, please contact our Information Officer using the details provided in Section 2. We will require proof of identity to process your request.

**9. Complaints to the Information Regulator**

9.1. If you feel that your personal information has been handled incorrectly, you have the right to lodge a complaint with the Information Regulator of South Africa.

- **Website:** <https://inforegulator.org.za/>
- **Email:** [complaints.IR@justice.gov.za](mailto:complaints.IR@justice.gov.za)

**10. Changes to This Policy**

10.1. We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will post any changes on this page and update the "Effective Date" at the top.

**Version Control:**

June 2025