

# **YOUR LENZ – PRIVACY POLICY (POPIA COMPLIANT)**

**Business Name:** Your Lenz

**Owner / Creative Director:** Jessica O'Neill

**Email:** admin@yourlenz.co.za

**Contact Number:** 066 343 3699

**Effective Date:** January 2026

Your Lenz is committed to protecting your privacy and ensuring your personal information is handled responsibly and lawfully in accordance with the **Protection of Personal Information Act (POPIA)**.

This Privacy Policy explains how we collect, use, store, and protect your personal information.

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## **1. INFORMATION WE COLLECT**

We may collect the following personal information:

- Full name and surname
- Business name and registration details (if applicable)
- Email address
- Phone number
- Physical address (if required for invoicing or service delivery)
- Social media handles or business links
- Website login details (only if provided voluntarily for service delivery)
- Billing information and payment confirmations
- Project-related content and communication

We may also collect basic technical information such as:

- IP address
  - browser type
  - device type
  - website usage data (through cookies or analytics tools)
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## 2. HOW WE COLLECT INFORMATION

We collect personal information when you:

- Submit a contact form
  - Send an email or WhatsApp message
  - Request a quotation
  - Complete a questionnaire
  - Accept a quotation or service agreement
  - Make a payment
  - Provide content for a project
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## 3. WHY WE COLLECT YOUR INFORMATION

Your information is collected for the purpose of:

- communicating with you
  - preparing quotations and invoices
  - delivering creative services
  - managing project communication and progress
  - processing payments and maintaining financial records
  - improving our service delivery and customer experience
  - meeting legal and tax obligations
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## 4. LEGAL BASIS FOR PROCESSING

Your Lenz processes personal information based on:

- your consent (by submitting forms, questionnaires, or communication)
  - contractual necessity (to deliver services you requested)
  - legal obligations (such as tax and invoicing requirements)
  - legitimate business interests (such as improving our services)
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## 5. SHARING YOUR INFORMATION

Your Lenz does not sell or rent your personal information.

We may share your information only when necessary for service delivery, including with:

- website hosting providers
- domain registrars (if assisting with setup)
- payment processing services
- third-party plugins, software providers, or platforms required for your project

- professional consultants where required (only if necessary)

These third parties are expected to comply with their own privacy and security responsibilities.

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## **6. STORAGE & SECURITY OF INFORMATION**

Your Lenz takes reasonable steps to secure and protect personal information from:

- loss
- misuse
- unauthorised access
- disclosure
- alteration
- destruction

Information may be stored digitally via secure devices, email systems, cloud platforms, and backup systems.

However, no system can be guaranteed 100% secure, and Your Lenz cannot be held liable for breaches beyond reasonable control.

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## **7. CLIENT CONTENT & WEBSITE ACCESS DETAILS**

Clients may provide:

- login credentials
- hosting access
- domain access
- social media access

These details are used strictly for service delivery and are not shared or stored longer than necessary.

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## **8. COOKIES & WEBSITE TRACKING**

Our website may use cookies to improve user experience and performance.

Cookies may collect anonymous browsing information such as:

- pages visited
- time spent on the site
- device type
- browser type

You may disable cookies in your browser settings, but some website functions may be affected.

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## 9. MARKETING COMMUNICATION

Your Lenz may contact you regarding:

- your enquiry
- service updates
- quotations
- business communication

We will not send spam or unnecessary marketing.

You may request to be removed from marketing communication at any time.

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## 10. RETENTION OF INFORMATION

We retain personal information only for as long as needed to:

- complete services
- meet legal requirements
- maintain business records
- resolve disputes

Financial records may be retained for legally required periods.

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## 11. YOUR RIGHTS UNDER POPIA

You have the right to:

- Request access to your personal information
- Request correction of inaccurate information
- Request deletion of information (where legally permitted)
- Object to processing in certain circumstances
- Withdraw consent where consent was previously given

Requests must be made in writing to: [admin@yourlenz.co.za](mailto:admin@yourlenz.co.za)

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## 12. CHILDREN'S PRIVACY

Your Lenz does not knowingly collect information from individuals under the age of 18. If such information is discovered, it will be deleted.

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## 13. POLICY UPDATES

Your Lenz reserves the right to update this Privacy Policy at any time. The latest version will always be available on our website.

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## 14. CONTACT INFORMATION

If you have any questions regarding this Privacy Policy or how your information is handled, you may contact:

**Your Lenz**

Jessica O'Neill

 [admin@yourlenz.co.za](mailto:admin@yourlenz.co.za)

 066 343 3699