

Privacy Policy for New Generation Management Consulting

Effective Date: January 2025

At New Generation Management Consulting, we are committed to protecting the privacy and confidentiality of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information in compliance with the Protection of Personal Information Act, 2013 (POPIA) and the General Data Protection Regulation (GDPR).

By using our website and services, you agree to the terms outlined in this policy.

1. What Information We Collect

We may collect and process the following types of personal information:

- **Personal Identification Information:** Name, surname, email address, phone number, job title, and other contact details.
- **Demographic Information:** Age, gender, location, preferences, and interests.
- **Technical Information:** IP address, browser type, operating system, and details of your visits to our website (e.g., cookies, traffic data, location data).
- **Service-related Information:** Data related to your inquiries or use of our consulting services.

2. How We Collect Personal Information

We collect personal information through:

- **Direct interactions:** When you fill out forms on our website, contact us via email, phone, or social media, or subscribe to newsletters.
- **Automated technologies:** When you interact with our website, we may automatically collect technical data about your device and browsing actions via cookies and similar technologies.
- **Third-party sources:** We may also receive your information from third parties, such as business partners or publicly available databases.

3. How We Use Personal Information

We process your personal information for legitimate business purposes, including:

- Providing you with consulting services.
- Responding to your inquiries or requests.
- Personalizing your experience on our website.
- Sending you marketing communications (where you have opted in).
- Improving our services, website functionality, and customer experience.
- Complying with legal obligations and responding to regulatory or law enforcement requests.

4. Legal Basis for Processing Personal Information

We process your personal data under the following lawful bases:

- **Consent:** Where you have given explicit consent to process your information for specific purposes (e.g., marketing communications).
- **Contractual Necessity:** When processing is necessary to perform a contract we have with you or to take steps at your request prior to entering into a contract.
- **Legitimate Interests:** When processing is necessary for our legitimate business interests, provided that your rights and interests do not override these.
- **Legal Obligations:** When processing is necessary to comply with legal or regulatory requirements.

5. How We Share Personal Information

We may share your personal information with:

- **Service Providers:** Third-party vendors who help us with services like website hosting, marketing, data analytics, and customer support.
- **Business Partners:** When necessary to provide services or to fulfill contractual obligations.
- **Legal and Regulatory Authorities:** When required to comply with legal obligations or to protect the rights, property, or safety of New Generation Management Consulting, our clients, or others.

We ensure that all third parties with whom we share personal information comply with data protection laws.

6. International Transfers

If we transfer your personal information outside South Africa or the European Economic Area (EEA), we ensure that adequate protection is in place to safeguard your personal data, in compliance with POPIA and GDPR.

7. Data Security

We take appropriate technical and organizational measures to protect your personal data from unauthorized access, use, alteration, or destruction. This includes:

- Encryption of data where applicable.
- Regular security audits and updates.
- Access controls to limit who can access your information.

However, please note that no method of data transmission or storage is 100% secure.

8. Your Rights

You have the following rights regarding your personal information:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction:** Request that we correct any inaccuracies or incomplete information.
- **Deletion:** Request that we delete your personal information where it is no longer necessary for us to process it.
- **Restriction:** Request that we restrict the processing of your data under certain conditions.
- **Data Portability:** Request that we transfer your data to another service provider where feasible.
- **Objection:** Object to the processing of your data, particularly for direct marketing purposes.

To exercise these rights, please contact us at info@newgenmc.co.za

9. Data Retention

We will retain your personal information only for as long as necessary to fulfill the purposes for which it was collected or to comply with legal, regulatory, or contractual obligations.

When your data is no longer needed, we will securely delete or anonymize it.

10. Marketing Communications

You may opt out of receiving marketing communications from us at any time by clicking the “unsubscribe” link in any of our emails or by contacting us at [Insert Contact Email].

11. Children’s Privacy

Our website and services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If you believe we have inadvertently collected such information, please contact us, and we will promptly delete it.

12. Cookies

Our website uses cookies to enhance your experience and collect information about how you interact with our site.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal obligations, or for operational reasons. Please check this page periodically for any updates.

14. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal information, please contact us at:

New Generation Management Consulting

Email: info@newgenmc.co.za

Phone: +27 87 087 6306

Website: <https://www.newgenmc.co.za>