



Privacy Policy

Last Updated: 20/05/2025

Introduction

Welcome to our privacy policy. We respect your privacy and are committed to protecting your personal data. This policy explains how Avantedge Group (Pty) Ltd. ("we", "us", or "our") collects, uses, shares, and protects your personal data when you use our website, platform, and services.

Audience

This policy applies to:

- Visitors to our website;
- Users of our platform or application;
- Customers who order our products or services.

What Type of Personal Data Do We Collect?

We may collect the following personal data:

- Account Information: Full name, email address, job title, employment type, and contact information.
- Profile Information: Username, password, and additional profile data.
- SSO Information: If you log in via services like Google SSO.
- Third-Party Integration Data: As permitted by you and subject to third-party privacy settings.
- Live Chat and Inquiries: Name, email address, and message content.
- Newsletter Subscription: Email address.
- Event Participation: Data from contests, surveys, events, and job applications.
- Usage Data: Log files, device information, browser type, IP address, location.
- Financial Data: Bank account details and purchase history.

Note: We do not collect special category data (e.g., health information) unless expressly required and with your explicit consent.

Why Do We Use Your Personal Data?

We process your personal data to:

- Provide and manage services you request;
- Improve and personalize your experience;
- Ensure platform security and detect/prevent fraud;
- Comply with legal obligations;
- Conduct marketing, with your consent;
- Manage business operations, auditing, and troubleshooting.

Legal Basis for Processing

We will only process your personal data where:

- You have given consent;
- It is necessary to perform a contract with you;
- We are legally obliged to do so;
- We have a legitimate interest, provided it does not override your rights.

Sharing Your Personal Data

We may share your data with:

- Affiliates and subsidiaries;
- Service providers (e.g., hosting, customer support, analytics);
- Professional advisors (e.g., legal, financial);
- Authorities for fraud prevention or legal compliance;
- Parties in business transfers, subject to confidentiality.

International Data Transfers

Your personal data may be transferred outside your country of residence. We ensure safeguards such as:

- Standard Contractual Clauses;
- Adequacy decisions;
- Binding Corporate Rules.
- By using our services, you consent to this transfer.

Marketing

You can opt out of marketing communications at any time using the unsubscribe link in our emails. You will still receive service-related messages.

Data Security

We implement appropriate technical and organizational measures to protect your data. However, internet transmission is not 100% secure.

Data Retention

We retain personal data only as long as necessary for:

- Providing services;
- Complying with legal and contractual obligations;
- Conducting audits;
- Resolving disputes.

After this, data is securely deleted or anonymized.

Children's Data

Our services are not intended for individuals under 18 years of age. We do not knowingly collect data from minors. If we do, we will delete it immediately upon discovery. Parental consent is required if underage access is permitted.

Cookies

We use cookies to personalize your experience and understand usage. You will be asked to consent to non-essential cookies. You may disable cookies in your browser, though some features may not work.

Your Rights

You may exercise the following rights:

- Access and obtain a copy of your data;
- Request rectification or deletion;
- Object to or restrict processing;
- Withdraw consent at any time;
- Data portability;
- Lodge a complaint with a supervisory authority.

To exercise these rights, contact us at privacy@avantedge.co.za. We will respond within 30 days.

Contact Us

If you have any questions or concerns:

- Email: privacy@avantedge.co.za
- Phone: +27 11 719 2000
- Address: 16th Floor Illovo Central, 70 Melville Road, Illovo, Johannesburg, 2196 South Africa
- Supervisory Authority (South Africa): Information Regulator – <https://inforegulator.org.za/>

Changes to This Policy

We may update this policy from time to time. Material changes will be communicated via email or a notice on our website.

Version

Version 1.0 – Effective 20 May 2025