



PRIVACY POLICY

Effective Date: [03/24/2026]

This Privacy Policy explains how **Nifty RSA (Pty) Ltd**, trading as **Nifty Media** (“we”, “us”, or “our”), collects, uses, stores, and protects personal information when you visit our website or engage with our services.

We are committed to protecting your privacy and ensuring that your personal information is handled in accordance with the **Protection of Personal Information Act (“POPIA”)**, as well as applicable international data protection standards where relevant.

1. INFORMATION WE COLLECT

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

1.1 Information You Provide Directly

When you interact with our website (for example, by submitting an enquiry), we may collect:

- Full name
- Email address
- Contact number
- Company name (if applicable)
- Any additional information you choose to provide in your message

1.2 Marketing and Communication Data

- Preferences for receiving marketing communications
- Records of communications between you and Nifty Media

1.3 Automatically Collected Information

When you visit our website, we may automatically collect:

- IP address
- Browser type and version
- Device information
- Pages visited and time spent on the website
- Referral source (how you arrived at our website)

This data is collected through cookies and analytics tools.

2. HOW WE USE YOUR INFORMATION

We use your personal information for the following purposes:

- To respond to enquiries and provide requested information
 - To communicate with you regarding potential or ongoing campaigns
 - To manage and maintain our client relationships
 - To send marketing communications, where consent has been provided
 - To improve our website, services, and user experience
 - To comply with legal and regulatory obligations
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3. MARKETING COMMUNICATIONS

Where you have provided consent, we may send you:

- Promotional emails
- Campaign updates
- Newsletters (current or future)

You may opt out of marketing communications at any time by:

- clicking the “unsubscribe” link in emails, or
- contacting us directly

We will not send marketing communications without your consent where required by law.

4. DATA STORAGE AND SECURITY

We store personal information securely using digital systems and platforms, including internal business systems.

We take reasonable technical and organisational measures to protect your personal information against:

- unauthorised access
- loss or theft
- misuse or disclosure

Access to personal information is restricted to authorised personnel only.

5. SHARING OF INFORMATION

We do not sell, rent, or trade your personal information.

We may share your information with:

- service providers who support our operations (e.g., hosting, analytics tools)
- professional advisors (legal, financial, or compliance)
- regulatory authorities where required by law

All third parties are required to respect the security and confidentiality of your information.

6. DATA RETENTION

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

- fulfil the purposes for which it was collected
 - comply with legal, tax, or regulatory requirements
 - resolve disputes and enforce agreements
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7. YOUR RIGHTS

In accordance with the **Protection of Personal Information Act**, you have the right to:

- request access to your personal information

- request correction of inaccurate or incomplete data
- request deletion of your personal information (subject to legal limitations)
- object to the processing of your personal information
- withdraw consent at any time

To exercise these rights, please contact us using the details provided below.

8. COOKIES POLICY

Our website uses cookies and similar technologies to enhance user experience and collect analytics data.

Cookies may be used to:

- remember user preferences
- understand website usage and performance
- improve functionality and content

You may control or disable cookies through your browser settings. Please note that disabling cookies may affect the functionality of the website.

9. ANALYTICS AND TRACKING

We use third-party analytics tools, including:

- Google Analytics
- Meta (Facebook) tracking tools (such as pixels)

These tools help us understand:

- how users interact with our website
- website performance
- marketing effectiveness

These services may collect anonymised data such as IP address and browsing behaviour.

10. INTERNATIONAL USERS

While our operations are based in **South Africa**, our website may be accessed by users from other countries.

By using our website, you acknowledge that your information may be transferred to and processed in South Africa, where data protection laws may differ from those in your country.

We take reasonable steps to ensure that your information remains protected in accordance with this Privacy Policy.

11. THIRD-PARTY LINKS

Our website may contain links to third-party websites.

We are not responsible for the privacy practices or content of those websites. Users are encouraged to review the privacy policies of any external sites they visit.

12. CHANGES TO THIS PRIVACY POLICY

We reserve the right to update or amend this Privacy Policy at any time.

Any changes will be posted on this page with an updated effective date.

13. CONTACT US

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

Nifty Media

Email: nifty.rsa@gmail.com

Phone: +27 76 932 2597