

Laserbee — Privacy Policy

Effective date: 01 April 2025

Who we are: Laserbee (registration no. 2012 / 145708 / 07) (“Laserbee”, “we”, “us”, “our”). Our registered address is Somerset West, Cape Town, South Africa.

We respect your privacy. This Privacy Policy explains how we collect, use, disclose, secure, and retain personal information when you visit <https://www.Laserbee.co.za> (the “Site”), engage our services, or interact with us in other ways.

1) Controller / Responsible Party & Contact Details

For most processing, Laserbee is the Responsible Party (POPIA) and Controller (GDPR). Contact: Information Officer, Email: privacy@Laserbee.co.za.

2) Scope

This Policy covers personal information processed about website visitors, prospective clients, clients, suppliers, partners, job applicants, and event/webinar attendees; data collected online and offline.

3) Types of Personal Information We Collect

Identity & contact, business records, usage & technical, marketing preferences, recruitment data. Special personal information is not intended to be collected unless authorised.

4) Why We Process Personal Information (Purposes) & Legal Bases

Purposes include service provision, IT/system operation, analytics, direct marketing, legal compliance, recruitment. Legal bases: contract, legitimate interests, consent, legal obligation, etc.

5) Cookies & Similar Technologies

We use necessary cookies and, with consent, analytics/marketing cookies. EEA/UK: non-essential cookies require consent. See Cookie Notice.

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6) Direct Marketing

We send commercial communications with your consent or as allowed for existing customers, always with an opt-out.

7) Disclosures (How We Share Personal Information)

Shared with service providers, partners, legal authorities, and during corporate transactions. We do not sell or share personal information for cross-context behavioural advertising.

8) International Transfers

We transfer data internationally with safeguards (adequacy, SCCs, BCRs, POPIA s72 compliance).

9) Data Retention

We keep information only as long as necessary, then delete or de-identify according to a retention schedule.

10) Security

We use technical and organisational measures: access controls, encryption, monitoring, staff training. We notify regulators and affected individuals in case of a breach.

11) Your Privacy Rights

POPIA: access, correction, deletion, objection, opt-out. GDPR/UK GDPR: access, rectification, erasure, restriction, portability, objection, no automated decisions. CCPA/CPRA: know, correct, delete, opt-out, limit sensitive data use.

12) Children's Privacy

We do not knowingly collect data from children. If provided, please contact us for deletion.

13) Third-Party Links

Our Site may link to third-party sites with their own privacy practices.

14) Changes to this Policy

We may update this Policy. Substantive changes will be highlighted.

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15) Contact & Complaints

Questions: Email privacy@Laserbee.co.za | WhatsApp: +27 (0) 663 775 8853. South Africa – Information Regulator: enquiries@inforegulator.org.za, +27 (0)10 023 5200.

16) Additional Disclosures

Access requests may also be made under PAIA. Definitions of personal information and special categories are included.

17) Cookie Notice (Summary)

Strictly necessary (always on), Analytics (consent), Marketing (consent). Manage via cookie settings.