

Privacy Policy

Effective date: 4 October 2026

This policy explains how Deborah Bullivant collects, uses, stores and shares personal information when you visit debbiebullivant.com or contact us through the website. It specifically explains our use of Meta Pixel and related advertising tools. We handle personal information in accordance with applicable South African privacy law, including the Protection of Personal Information Act 4 of 2013 (POPIA).

1. Who is responsible for your information

The responsible party for personal information processed through this website is Deborah Bullivant. Deborah Bullivant is also the Information Officer.

Postal address: 23 Kirsch Street, Parkrand, Boksburg 1459, South Africa

Telephone: +27 83 628 5985

Email: info@bullivant.co.za

2. Personal information we collect

Depending on how you use the website, we may collect:

- Information you provide, such as your name, email address, telephone number, and the content of an enquiry, webinar registration or course form.
- Website and device information, such as your IP address, browser and device type, pages viewed, referring page, approximate interaction time, and actions taken on the website.
- Cookie and advertising information, including identifiers associated with your browser or device and information used to measure visits, registrations and other website events.

Please do not submit confidential tax, financial or other sensitive information through a general website form. Use a secure channel provided specifically for that information.

3. Why we use personal information

We use personal information to respond to enquiries, provide requested services or information, manage webinar and course registrations, operate and improve the website, understand how visitors use it, measure advertising, deliver relevant advertising and meet legal or regulatory obligations. We process information only where we have a lawful basis under POPIA, which may include your consent, steps taken at your request, a contract, a legal obligation or another basis permitted by law.

4. Meta Pixel and advertising

We use Meta Business Tools, including Meta Pixel, which has been installed and linked to this website. These tools help us understand how people use the website and measure the results of our advertising.

When you visit the website, Meta Pixel and related tools may send information to Meta about your visit and actions. This can include page views, the pages or content viewed, browser and device information, cookie or advertising identifiers, and events such as submitting an enquiry or registering for a webinar. Where we use customer matching or audience tools, we may also share customer identifiers, such as email addresses, in hashed form for matching. Hashing changes the format of information, but does not necessarily make it anonymous.

We share this information with Meta for advertising measurement, campaign optimisation and audience creation, including retargeting people who have visited the website or interacted with our content. Meta may process information it receives under its own terms and privacy policy. Meta describes receiving information about people's activity on websites that use its Business Tools, including Meta Pixel.

5. Cookies and similar technologies

This website and its service providers may use cookies and similar technologies to make the website function, remember settings, understand website use and support advertising. Some cookies or identifiers may be set by third parties, including Meta.

You can manage cookies through your browser settings. If a cookie banner or preference tool is available on the website, you can also use it to review or change your choices for non-essential cookies. Blocking some cookies may affect website features or advertising measurement.

6. Who we share information with

We may share personal information with service providers who support the website, communications, registrations, analytics or advertising. This includes Meta when the Meta Pixel or related advertising tools send website events or matching information to Meta. We require service providers to protect information and process it only for authorised purposes, subject to applicable law and their relevant terms.

7. Processing outside South Africa

Some service providers, including Meta, may process personal information in countries outside South Africa. Where personal information is transferred outside South Africa, we will take steps required by POPIA to ensure that the information receives an appropriate level of protection.

8. How long we keep information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, or for as long as required by law. Retention periods may differ depending on the type of information and our legal, regulatory and business obligations.

9. Your rights

Subject to applicable law, you may ask us to confirm whether we hold your personal information and request access to it. You may also ask us to correct or delete information, object to certain processing, or withdraw consent where processing is based on consent. You may object at any time to the use of your personal information for direct marketing.

To exercise a right or raise a privacy concern, contact the Information Officer using the details in section 1. You may also lodge a complaint with the Information Regulator of South Africa.

10. Security

We use reasonable technical and organisational safeguards designed to protect personal information against loss, unauthorised access, misuse, alteration or disclosure. No method of transmission or storage can be guaranteed to be completely secure.

11. Changes to this policy

We may update this policy when our practices or legal requirements change. The latest version will be published on this page with its effective date.