



# PRIVACY POLICY

ASM Safety Consultants

**Effective Date:**

## 1. INTRODUCTION

ASM Safety Consultants (“we”, “our”, “us”) is committed to protecting your privacy and ensuring that your personal information is collected and used properly, lawfully, and transparently.

This Privacy Policy explains how we collect, use, store, and protect your personal information in accordance with the **Protection of Personal Information Act (POPIA)**.

## 2. INFORMATION WE COLLECT

We may collect and process the following information:

### Personal Information

- Full name
- Email address
- Phone number
- Company name
- Job title

### Business & Service Information

- Event details
- Compliance documentation
- Project requirements



### **Website Usage Data**

- IP address
- Browser type
- Pages visited
- Cookies and tracking data

## **3. HOW WE COLLECT INFORMATION**

We collect information through:

- Website forms (quote requests, bookings)
- Email and WhatsApp communication
- Phone calls
- Service agreements
- Cookies and analytics tools

## **4. PURPOSE OF COLLECTION**

We use your information to:

- Provide safety and compliance services
- Respond to enquiries and quotations
- Manage projects and events
- Communicate with clients
- Improve our services and website
- Comply with legal and regulatory requirements

## **5. LEGAL BASIS FOR PROCESSING**

We process personal information based on:

- Your consent
- Contractual necessity
- Legal obligations
- Legitimate business interests



## **6. SHARING OF INFORMATION**

We do **not** sell your personal information.

We may share information with:

- Regulatory authorities (if required by law)
- Contractors and service providers (for project execution)
- IT and hosting providers

All third parties are required to respect confidentiality.

## **7. DATA SECURITY**

We take reasonable technical and organisational measures to protect your information, including:

- Secure storage systems
- Password-protected data
- Restricted access
- Secure communication channels

## **8. DATA RETENTION**

We retain your information only for as long as necessary:

- To fulfil service obligations
- To comply with legal requirements
- For business record purposes

## **9. YOUR RIGHTS**

You have the right to:

- Access your personal information
- Request correction or deletion
- Object to processing



- Withdraw consent
- Lodge a complaint with the Information Regulator

## 10. COOKIES

Our website may use cookies to:

- Improve user experience
- Track website performance
- Analyse visitor behaviour

You can disable cookies in your browser settings.

## 11. THIRD-PARTY LINKS

Our website may contain links to third-party websites. We are not responsible for their privacy practices.

## 12. CONTACT DETAILS

For any privacy-related queries, contact:

**ASM Safety Consultants**

✉ [info@asmsafetyconsultants.co.za](mailto:info@asmsafetyconsultants.co.za)

☎ 066 062 6399

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## 13. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. Any changes will be posted on this page.