

Privacy Policy

Last updated: April 2026

1. WHO WE ARE

Sweet Bay Tree is a systems strategy and implementation business operating in South Africa. Our website is located at sweetbaytree.co.za.

We are committed to protecting your personal information and handling it responsibly, transparently, and in accordance with the Protection of Personal Information Act 4 of 2013 (POPIA).

For any privacy-related queries, contact us at: thuli@sweetbaytree.co.za

2. WHAT PERSONAL INFORMATION WE COLLECT

We collect personal information only when you actively provide it to us. This includes:

- Via our contact form: Your name, email address, and the content of your message.
 - Via booking or consultation requests: Your name, email address, phone number, and preferred appointment details submitted through our booking tool (TidyCal).
 - Via newsletter or funnel signups: Your name and email address when you opt in to receive updates, offers, or content from Sweet Bay Tree.
 - Via payment pages: Your name, email address, and any additional fields collected through our payment processor (Paystack). We do not store card or banking details — these are handled directly by Paystack.
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3. WHY WE COLLECT YOUR INFORMATION

We collect and process your personal information for the following purposes:

- To respond to your enquiries and contact form submissions.
- To facilitate the booking of discovery calls and service consultations.
- To process payments for services purchased through our website.
- To send you service-related communications and updates you have opted in to receive.
- To improve the functionality and user experience of our website and funnels.
- To comply with legal and regulatory obligations.

We process your information on the basis of your consent, or where it is necessary to take steps at your request prior to entering into a service agreement with you.

4. COOKIES AND TRACKING

Our website and funnel pages use cookies and similar tracking technologies. We use the following:

- Essential cookies — required for the website and funnel pages to function correctly. These cannot be switched off.
- Google Analytics — we use Google Analytics to understand how visitors interact with our website. This tool collects anonymised data. You can opt out at: <https://tools.google.com/dlpage/gaoptout>
- Facebook Pixel — we use the Facebook Pixel to measure the effectiveness of our content and to enable relevant advertising. You can manage your Facebook ad preferences at: <https://www.facebook.com/ads/preferences>
- Systeme.io — our sales funnels are hosted on Systeme.io which may set its own cookies. Systeme.io's privacy policy is available at: <https://systeme.io/privacy-policy>
- TidyCal — if you book a call through our website, your booking details are processed by TidyCal. Privacy policy: <https://tidycal.com/privacy>
- Paystack — payments are processed by Paystack. Privacy policy: <https://paystack.com/privacy>

5. HOW LONG WE KEEP YOUR INFORMATION

- Contact form and enquiry data: retained for up to 24 months.
- Booking and consultation request data: retained for up to 36 months.
- Payment records: retained for up to 5 years in line with financial record-keeping requirements.
- Newsletter and marketing subscription data: retained until you unsubscribe.

You may request deletion of your data at any time by contacting us at thuli@sweetbaytree.co.za.

6. WHO WE SHARE YOUR INFORMATION WITH

We do not sell, rent, or trade your personal information to any third party. We share your information only with the following service providers:

- Systeme.io (funnel and course hosting)
- TidyCal (appointment booking)
- Paystack (payment processing)
- Google (analytics)
- Meta / Facebook (pixel and advertising)

7. YOUR RIGHTS UNDER POPIA

You have the right to:

- Access the personal information we hold about you.
- Correct any inaccurate or incomplete information.
- Request deletion of your personal information, subject to legal retention obligations.
- Object to the processing of your personal information.
- Withdraw consent at any time where processing is based on consent.

- Lodge a complaint with the Information Regulator of South Africa at:
<https://www.justice.gov.za/inforeg/>

To exercise any of these rights, contact us at thuli@sweetbaytree.co.za. We will respond within 30 days.

8. DATA SECURITY

We take reasonable technical and organisational measures to protect your personal information against unauthorised access, loss, misuse, or disclosure. However, no method of transmission over the internet is completely secure and we cannot guarantee absolute security.

9. CHILDREN'S PRIVACY

Our website and services are not directed at children under the age of 18. We do not knowingly collect personal information from minors.

10. CHANGES TO THIS POLICY

We may update this privacy policy from time to time. The date at the top of this page indicates when the policy was last updated.

11. CONTACT US

Sweet Bay Tree

Email: tameit@sweetbaytree.co.za

Website: sweetbaytree.co.za