



PRIVACY POLICY

Shadow and Light Digital Marketing (hereafter referred to as "we", "our", or "us") is committed to protecting your personal information and complying with **South Africa's Protection of Personal Information Act (POPIA)**. This Privacy Policy explains how we collect, use, store, and protect your personal data.

By using our services or engaging with us in any capacity, you agree to the collection and processing of your personal data in accordance with this Privacy Policy.

1. Information We Collect

We collect personal information that is necessary to provide our services. The information we collect may include:

Contact details: Your name, email address, phone number, business name, and any other contact information.

Billing and payment information: Information related to payments, such as bank account details, credit card numbers, and billing addresses.

Business information: Information about your business, such as company name, registration number, and business address.

Project-related data: Any content, designs, and related materials that you provide for the project.

Cookies and analytics data: Information related to website usage, which we may collect via cookies or similar technologies.

We retain your personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy, or as required by law. When your personal data is no longer needed, we will securely delete or anonymize it.

2. How We Use Your Information

We use your personal data for the following purposes:

To provide our services: To manage your projects, communicate with you, deliver design work, and handle billing.

To process payments: To handle financial transactions and manage payment-related queries.



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To improve our services: To analyze data for performance evaluation and service optimization.

To comply with legal obligations: For example, tax and regulatory compliance, and resolving disputes.

3. Legal Basis for Processing

Under POPIA, we process your personal information based on the following legal grounds:

Consent: Where we have your explicit consent (e.g., when you sign up for our services or submit your personal data).

Contractual necessity: To fulfill our obligations under the service contract or retainer agreement with you.

Legal obligation: For compliance with applicable laws, including tax laws and legal disputes.

4. Sharing Your Information

We do not sell or rent your personal data to third parties. However, we may share your information with trusted third parties in the following situations:

Service providers: We may share your personal data with third-party vendors who assist us in providing services (e.g., payment processors, hosting providers). These vendors are required to protect your data and only use it for the purposes outlined in this Privacy Policy.

Legal compliance: If required by law or to protect our rights, we may disclose your personal data to governmental authorities or other third parties.

5. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy, or as required by law. When your personal data is no longer needed, we will securely delete or anonymize it.

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6. Security of Personal Information

We implement reasonable and appropriate technical and organizational measures to safeguard your personal data from unauthorized access, loss, misuse, or alteration. These measures include data encryption, firewalls, and secure servers.

7. Your Rights

Under POPIA, you have the following rights:

Right to access: You can request access to the personal data we hold about you.

Right to correction: You can request that we correct any inaccurate or incomplete data.

Right to deletion: You can request that we delete your personal data, subject to legal obligations.

Right to object: You may object to certain processing activities, such as marketing.

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

8. International Data Transfers

If we transfer your personal data outside of South Africa, we will take reasonable steps to ensure that your data is handled securely and in compliance with applicable data protection laws.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be reflected on this page, and the updated version will be effective as of the date of publication. We recommend that you review this policy periodically.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or your personal data, please contact us: