

1. Introduction

We value your privacy and are committed to protecting your personal information in compliance with the Protection of Personal Information Act, 4 of 2013 (POPIA) and other applicable laws of South Africa.

This Privacy and Cookies Policy explains how we collect, use, store, and protect your information when you use our website. By continuing to use this website, you agree to the terms outlined below.

2. Information We Collect

We may collect the following types of information:

- Personal Information: such as your name, email address, phone number, billing details, and any information you voluntarily provide when filling out forms or contacting us.
- Usage Data: such as your IP address, browser type, device information, pages visited, and time spent on our website.
- Cookies and Tracking Data: information collected through cookies, web beacons, and similar technologies.

3. How We Use Your Information

We use your personal information to:

- Provide, maintain, and improve our services.
- Respond to inquiries, requests, or complaints.
- Process transactions and deliver products or services.
- Send you relevant updates, promotions, or marketing material (if you have consented).
- Comply with legal obligations.

4. Sharing of Information

We will not sell, rent, or trade your personal information. We may share your data only with:

- Service Providers and Business Partners assisting us in delivering services.
- Regulators, law enforcement, or government authorities where required by law.
- Third parties with your consent.

5. Cookies Policy

What are cookies?

Cookies are small text files placed on your device to help us improve your experience on our website.

Types of cookies we use:

- Strictly Necessary Cookies – required for website functionality.
- Performance Cookies – help us understand website usage and improve performance.
- Functional Cookies – remember your preferences.

Your choices:

You can manage or disable cookies through your browser settings. However, some features of the site may not work properly without cookies.

6. Data Security

We take appropriate technical and organisational measures to protect your personal information from loss, misuse, unauthorised access, or disclosure.

7. Your Rights Under POPIA

You have the right to:

- Request access to the personal information we hold about you.
- Request corrections or updates to your information.
- Withdraw consent to process your personal information.
- Request deletion of your personal information, subject to legal or contractual restrictions.
- Lodge a complaint with the **Information Regulator (South Africa)** at:
 - Email: complaints.IR@justice.gov.za
 - Website: <https://www.justice.gov.za/infoereg/>

8. Retention of Data

We will only retain your personal information for as long as necessary to fulfil the purposes outlined in this policy, unless a longer retention period is required by law.

9. Third-Party Links

Our website may contain links to other websites. We are not responsible for the privacy practices of those sites.

10. Changes to This Policy

We may update this Privacy and Cookies Policy from time to time. Any changes will be posted on this page with the updated “Last Updated” date.

11. Contact Us

If you have any questions or concerns about this Privacy and Cookies Policy, please contact us:

Email: privacy@dpdlaser.co.za