

Privacy Policy for ALT Advertising

Last Updated: 11 February 2025

ALT Advertising ("ALT-AD") is committed to protecting your personal information in compliance with South Africa's **Protection of Personal Information Act (POPIA)**. This Privacy Policy explains how we collect, use, and protect your data.

1. Collection and Use of Personal Information

ALT-AD collects personal information for the following purposes:

- To provide and manage our advertising services.
- To respond to inquiries and client needs.
- To improve user experience and tailor our services.

We only collect necessary information and ensure lawful processing.

2. User Rights (POPIA Compliance)

You have the right to:

- Access your personal information.
- Request corrections or deletions.
- Lodge a complaint with the Information Regulator.

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

3. Security Measures

We implement appropriate security measures to protect personal data. However, we cannot guarantee that unauthorised access will never occur.

4. Cookies and Tracking Technologies

Our website uses cookies to:

- Enhance user experience.
- Collect non-personal data for analytics.

Users can manage cookie preferences through browser settings.

5. Data Sharing

ALT-AD does not sell, trade, or rent users' personal data. We may share data with third parties only when required by law or to provide services (e.g., hosting providers).

6. Amendments

We may update this Privacy Policy periodically. Users will be notified of significant changes via a notice on our website.

7. Contact Information

For privacy-related inquiries:

- **Telephone:** Ellen Gouws
 - **Email:** elleng@alt-ad.co.za
 - **Website:** <https://www.alt-ad.co.za/>
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Thank you for trusting ALT Advertising with your personal information.