

## Connemara Privacy Policy

Thank you for visiting Connemara.

Connemara recognises the importance of protecting your privacy and is committed to ensuring that your personal information is collected and processed in accordance with applicable South African data protection laws, particularly the Protection of Personal Information Act, 4 of 2013 (“POPIA”).

This Privacy Policy explains how we collect, use, store, and protect your personal information, as well as your rights in relation to that information. If you have any questions after reading this policy, please contact us at [info@connemara.co.za](mailto:info@connemara.co.za).

### 1. Information We Collect

Connemara, either directly or through authorised third-party service providers, may collect personally identifiable information from website visitors who voluntarily provide such information. This may include, but is not limited to:

- Full name
- Job title
- Company name
- Telephone number(s)
- Email address
- Country, province, city

This information is typically collected when you:

- Complete a contact form
- Register for an event, webinar, or programme
- Subscribe to a mailing list
- Respond to surveys or marketing communications

We may also collect personal information contained in emails or other communications you send to us.

In addition, certain non-personally identifiable information may be collected automatically by third-party analytics and technology providers, including:

- Browser type
- Device information
- General location
- Pages visited and time spent on the website

This information is used in aggregated form for internal business and website performance purposes. All data is stored securely and accessed only by authorised personnel.

## 2. How We Use Your Personal Information

In terms of POPIA, we only process personal information where we have a lawful and legitimate basis to do so. Most personal information is provided voluntarily by you and processed with your consent. Other information is processed for legitimate business purposes, including:

- Security
  - Verifying user identity
  - Preventing unauthorised access to systems and information
  - Protecting our website, services, and users
- Improving Our Services and Measurement
  - Understanding how users interact with our website, products, and services
  - Improving functionality, content, and user experience
  - Developing new offerings based on user needs
- Communication and Support
  - Responding to enquiries and requests
  - Providing relevant information about our services
  - Ensuring efficient customer support
- Business Operations
  - Maintaining internal records
  - Managing relationships with service providers
  - Complying with legal and regulatory obligations

Where possible, we use aggregated and anonymised data for reporting and analysis.

### 3. Marketing and Email Communications

Connemara may use your contact information to:

- Share updates about our services, programmes, or events
- Inform you about new or enhanced offerings

You may opt out of marketing communications at any time by following the unsubscribe link in our emails or by contacting us directly.

### 4. We Do Not Sell Your Personal Information

Connemara does not sell personal information.

We may share personal information with trusted third-party service providers who process information on our behalf for legitimate business purposes, such as website hosting, analytics, customer relationship management, or email communications. These providers are required to safeguard your information and process it only in accordance with our instructions and applicable law.

We may also disclose personal information where required by law or regulatory authorities.

### 5. Cookies

Our website uses cookies, which are small data files stored on your device when you visit a website.

We use both:

- First-party cookies (set by our website), and
- Third-party cookies (set by external service providers)

Cookies help us:

- Understand how visitors use our website
- Improve website functionality and performance
- Enhance user experience

You can control or disable cookies through your browser settings. More information about cookies is available at <https://allaboutcookies.org/>

Third-Party Cookies We Use May Include:

- Google Analytics– to analyse website usage and performance

Google Privacy Policy:

<https://policies.google.com/privacy?hl=en-US>

- HubSpot – to understand and improve user interactions

HubSpot Cookie Policy:

<https://legal.hubspot.com/cookie-policy>

By using our website, you consent to the use of cookies as described in this policy.

## 6. Protection of Personal Information

Connemara takes reasonable technical and organisational measures to safeguard personal information against loss, misuse, unauthorised access, disclosure, or destruction, in line with POPIA requirements.

## 7. Retention and Deletion of Personal Information

We retain personal information only for as long as it is reasonably necessary to:

- Fulfil the purposes for which it was collected
- Comply with legal and regulatory obligations
- Resolve disputes and enforce agreements

When personal information is no longer required, it is securely deleted or anonymised. You may request deletion of your personal information at any time, subject to legal requirements.

## 8. Your Rights Under POPIA

In terms of the Protection of Personal Information Act, you have the right to:

- Request confirmation of whether we hold your personal information
- Access the personal information we hold about you
- Request correction or updating of inaccurate or outdated information
- Object to the processing of your personal information
- Withdraw consent where processing is based on consent

- Request deletion or destruction of your personal information
- Lodge a complaint with the Information Regulator

To exercise any of these rights, please contact us at [info@connemara.co.za](mailto:info@connemara.co.za). We will respond within a reasonable timeframe.

If you believe your personal information has been processed unlawfully, you may lodge a complaint with the South African Information Regulator:

The Information Regulator (South Africa)

Website: <https://inforegulator.org.za/>

## 9. Children's Information

Our website and services are not intended for use by children. We do not knowingly collect personal information relating to children.

## 10. Changes to This Policy

Connemara may update this Privacy Policy from time to time. We encourage you to review this policy periodically. Continued use of our website constitutes acceptance of the updated policy.