

Privacy Policy

Effective Date: 2025

Website: <https://www.picm.co.za>

Table of Contents

1. Introduction
2. Definitions
3. Information We Collect
4. Purpose of Collection
5. Legal Basis for Processing (POPIA Compliance)
6. Use of Cookies
7. Data Sharing and Disclosure
8. Data Subject Rights under POPIA
9. Security of Personal Information
10. Retention of Personal Information
11. Cross-Border Data Transfers
12. Changes to This Policy
13. Contact Information

1. Introduction

PICM is committed to protecting the personal information of all users visiting our website. This Privacy Policy explains how we collect, use, disclose, and safeguard your information in accordance with the Protection of Personal Information Act (POPIA), as well as relevant principles from the GDPR.

2. Definitions

- 'Personal Information' refers to any data that can be used to identify an individual.
- 'Processing' includes collecting, recording, storing, updating, using, or sharing personal information.
- 'Data Subject' means the person to whom personal information relates.

3. Information We Collect

We collect personal information in the following ways:

- Directly from users when they fill out contact forms, request quotes, or email us.
- Automatically via cookies and website analytics.

This may include your name, contact details, company name, and browsing behavior.

4. Purpose of Collection

Personal information is collected to:

- Communicate with users and respond to queries.
- Provide requested services and issue quotations.
- Maintain business relationships.
- Improve website usability and content.
- Ensure compliance with legal and regulatory requirements.

5. Legal Basis for Processing (POPIA Compliance)

Our lawful bases for processing personal information include:

- Consent obtained from the data subject.
- Processing necessary for the performance of a contract.
- Compliance with legal obligations.
- Legitimate interests, provided these do not override data subject rights.

6. Use of Cookies

We use cookies to enhance the user experience, understand how our website is used, and offer relevant content.

You may control cookie settings through your browser. Disabling cookies may affect site functionality.

Types of cookies:

- Essential: Necessary for basic site operation.
- Analytical: Help us understand site usage.
- Marketing: Track engagement with advertisements or external links.

7. Data Sharing and Disclosure

We may share personal information with:

- Internal departments and authorized employees.
- Service providers who assist in website hosting, analytics, or IT services.
- Legal entities or authorities when required to comply with laws.

8. Data Subject Rights under POPIA

As a data subject, you have the right to:

- Access your personal data.
- Request corrections or deletions.
- Object to processing or restrict use.
- Lodge a complaint with the Information Regulator.

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

9. Security of Personal Information

We implement reasonable organizational and technical safeguards to protect personal data against unauthorized access, loss, or misuse.

Access to data is limited to authorized personnel who require it for operational purposes.

10. Retention of Personal Information

We retain personal data only for as long as necessary to fulfill the purpose it was collected for or as required by applicable law.

11. Cross-Border Data Transfers

If personal data is transferred outside of South Africa, we ensure adequate protections are in place consistent with POPIA's requirements.

12. Changes to This Policy

We may update this Privacy Policy from time to time. Updated versions will be posted on our website with an effective date.

13. Contact Information

For any questions, data access requests, or concerns regarding this Privacy Policy, please contact:

PICM Randfontein

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✉ Email: office@picm.co.za

☎ Phone: 086 180 0115

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