



8/20/2026

PE Marketing — Statutory Privacy Policy (POPIA)

PE Marketing Website Design & Online Solutions (Pty) Ltd.

16 Mildon Road, Walmer Downs, Gqeberha (Port Elizabeth)

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Effective Date: 20 August 2026

1. INTRODUCTION AND PURPOSE

1.1 PE Marketing Website Design & Online Solutions (Pty) Ltd. (collectively referred to as “PE Marketing”, “we”, “us”, or “our” in this Privacy Policy) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, protect, process, and store your personal information in strict accordance with the **Protection of Personal Information Act 4 of 2013 (POPIA)**.

1.2 All personal information supplied to us is treated with absolute confidentiality and will never be sold, rented, or traded to third parties.

1.3 By accessing our website (www.pemarketing.co.za), utilizing our digital hosting infrastructure, or engaging our professional services, you acknowledge and consent to the data practices outlined in this policy. This policy is read in conjunction with and incorporated into our standard Terms and Conditions.

1.4 We reserve the right to update this Privacy Policy from time to time to maintain compliance with regulatory adjustments. We will notify you of any material changes by posting the updated document directly on our website.

2. WHAT INFORMATION WE COLLECT AND HOW WE COLLECT IT

We collect personal information directly from you and automatically via your interactions with our online frameworks:

2.1 Information Provided Voluntarily by You: We collect information about you and your business when you complete online contact forms, request quotations, sign up for hosting accounts, or register a domain name.

This information includes:

- Full names and business entity titles;
- Physical, postal, and operational addresses;
- Contact telephone numbers and verified email addresses;
- Strategic details or notes regarding your unique business goals.

2.2 Direct Communications: We collect information when you correspond with our local team telephonically, or via email, WhatsApp, SMS, or physical post.

2.3 Automated Technical Data Collection: When you navigate our website, our server systems automatically record usage data to optimize your user experience, limit duplicate form submissions, and protect our environment from digital security threats. This data includes:

- Your Internet Protocol (IP) address;
- Browser configurations and page access timestamps;

- **Cookie Data:** Small files stored on your local device. You may choose to disable cookies in your web browser, but doing so may cause certain functional aspects of our website or services to stop working. This data is housed safely with our hosting provider under strict data protection protocols.

2.4 Third-Party Analytic Services: Our website utilizes **Google Analytics** and **Google Search Console** to monitor indexing status, track general traffic reports, and optimize search engine visibility. Google automatically tracks website usage data and compiles operational reports. Google does not associate your IP address with other collected data variables. Google may use this information to contextualize and personalize advertisements within its own network. You may formally opt out of Google Analytics tracking at any time by utilizing Google's official browser opt-out mechanisms.

3. HOW WE UTILISE YOUR PERSONAL INFORMATION

We process your personal information strictly for legitimate business purposes, including:

- Responding to your direct enquiries and delivering formal quotations;
- Providing and configuring custom website frameworks, secure server routing, and software setups;
- Verifying your business identity to perform secure, manual domain registrations;
- Sending technical system notifications, operational billing statements, and security update notifications;
- Conducting internal data trend analyses to continuously improve our software and service standards;

- Fulfilling strict statutory, accounting, regulatory, or corporate governance obligations;
- Sending occasional promotional marketing updates. You retain the absolute right to unsubscribe from our marketing newsletters at any time, and we will cease all promotional communications immediately upon receipt of your opt-out request [sig].

4. CONSENT AND WITHDRAWAL

4.1 When you provide us with personal information via any online point (including web contact forms, social media lead inputs, email, phone, SMS, or WhatsApp), you explicitly consent to our collecting, processing, and utilizing it for the specific operational reason for which it was provided.

4.2 If your circumstances change and you wish to withdraw your consent for us to contact you, maintain your data, or process your information, you may exercise this right at any time by contacting us directly at:

Telephone: 082 888 9882 | **Email:** info@pemarketing.co.za

5. PRIVACY SHIELD FOR MINORS

5.1 PE Marketing operates exclusively in the business-to-business (B2B) corporate market and does not knowingly collect, track, or process personal information belonging to minors. If you are under the age of 18, please do not submit any personal data to our website or systems.

6. DISCLOSURE OF PERSONAL INFORMATION

We will only disclose your personal information under the following limited, legally protective circumstances:

6.1 Service Partners and Suppliers: We may transfer data to core technical partners, registry agents, or official software licensors (such as ESET) to complete your manual domain registrations, setup your server profiles, or activate your security firewalls.

6.2 Employee Access: Personal information is restricted exclusively to authorized PE Marketing employees who require access to execute their daily technical duties. All personnel are bound by rigorous, formal confidentiality agreements.

6.3 Legal Mandates: We will disclose data if officially ordered to do so by a South African court of law, statutory regulation, or governmental authority.

6.4 Unauthorised Disclosures: PE Marketing accepts no liability or legal exposure for unauthorized or unlawful data disclosures committed maliciously by external third parties who are entirely outside our operational control.

7. THIRD-PARTY PLATFORMS AND HYPERLINKS

7.1 We may collaborate with major digital platforms—including Facebook, LinkedIn, Google, YouTube, Instagram, and X (formerly Twitter)—to serve highly relevant, targeted brand advertisements or content to you based on your industry profile. These platforms utilize your secure credentials to identify your account profile. You can control your ad preferences directly inside the privacy settings of those respective social channels.

7.2 Our website or digital newsletters may contain hyperlinks directing you to external sites. PE Marketing holds no authority or responsibility over the privacy frameworks, data methods, or terms of third-party networks. Once you exit our domain, you are no longer governed by this Privacy Policy.

8. RIGOROUS DATA SECURITY AND MITIGATION

8.1 PE Marketing implements comprehensive, appropriate technical and physical measures to safeguard the security, privacy, and integrity of all data received.

8.2 To prevent unauthorized interference or perimeter intrusion, our isolated dedicated server framework is heavily protected by automated firewall blocks, secure credential controls, and rigorous system monitoring. Furthermore, all physical company endpoint hardware—including operational laptops and smartphones—is fully encrypted.

8.3 The Nature of the Internet: While we employ absolute best-effort security frameworks to defend your profiles, no data transmission across the global internet can be guaranteed as 100% immune. Consequently, PE Marketing cannot warrant or guarantee the absolute, bulletproof security of data transmitted to us digitally, and any online data exchange is performed at the user's own risk.

9. YOUR STATUTORY RIGHTS UNDER POPIA

Under South African data law, you retain the absolute right to:

- Request confirmation of whether we hold any of your personal information;
- Request an itemised record of the specific personal data we maintain;
- Object to the processing of your data for direct marketing tracking;
- Request the formal correction, updating, or total deletion of inaccurate, irrelevant, or outdated personal data from our hosting server environments.

10. INFORMATION OFFICER CONTACT DETAILS

For any queries, data updates, or formal requests regarding your statutory POPIA rights, please reach out directly to our designated compliance contact:

The Information Officer

PE Marketing Website Design & Online Solutions (Pty) Ltd.

Email: info@pemarketing.co.za | **Attention:** Data Compliance