Privacy Policy

Who we are

Choose Lead Gurus for the best exclusive leads. As a business, one of your primary goals is to provide outstanding customer service. You can do this by purchasing exclusive leads. Exclusive leads are high-quality leads that are perfect for you and your business. As a result, they will produce great results when you use them to target the right clients.

Our website address is: https://leadgurus.co.za/

What personal data we collect and why we collect it

What information you are collecting

Why you need the information

How the information will be used

Who is taking responsibility for their information

How they can confirm their data accuracy

How they can edit their data

How they can request their personal information be deleted

Who will have access to their information (couriers, mailchimp etc)

How to complain if their personal information is misused

1. Overview and Scope of this policy:

Lead Gurus strives to ensure that your privacy is protected. This Privacy Policy informs you of the manner in which we collect, use, process, disclose, transfer and retain your personal information.

We comply with the Protection of Personal Information Act, 2013 (No. 4 of 2013) (“POPIA”) which govern your right to privacy.

This Privacy Policy applies to all interactions with us where we process personal information including your use of any of our websites, mobile applications or any other of our digital interfaces, or engaging with us telephonically or in person.

We will inform you when there are any material changes to the Policy.

2. Personal Information we collect:

2.1 Personal information we collect about you is dependent on:

The channel used to communicate and interact with us

The reason you are communicating or interacting with us

The transaction you are completing

2.2 Amongst others, we collect your Personal Information when you:

- browse, visit or interact with us in our various Channels
- complete forms, sign up for an account, or subscribe or register to access or use our services
- transact with us
- make general enquiries, lodge complaints, and communicate with us
- voluntarily provide us with information, for example, when you send us online enquiries, or you subscribe to or consent to receiving newsletters or other communications from us

  We collect the personal information of data subjects who may be interested in financial services products from third-party sources. We ensure that those data subjects provided their consent for this purpose.

  We collect our clients' personal information to supply them with our services and to comply with applicable law, such as tax laws.

3. Types of Personal Information we collect

Personal information we collect about you may include:

- Name and surname
- Address details including postal address and physical address
- Contact information including e-mail address, primary and secondary telephone numbers and billing information
- information which we are required or permitted by applicable legislation to collect and process in order to provide products and services to you

- any other information you share with us during our relationship

We collect personal information from you directly, or from POIA-compliant third-party sources when we have your consent, or

- from public records,
- when you made the information public deliberately, or
- to maintain our legitimate interests, or the legitimate interests of our clients

4. Cookies and how we use them

A cookie is a small alphanumeric text file that is stored on your computer / mobile device. Our website and other digital channels make use of cookies and when you visit and interact with any of our websites or other digital platforms, we may collect the behavioural data and general internet data, including your internet protocol (“IP”) address, metadata, location data, date and time you visit:

A “cookie” is also set on your computer to allow us to recognise you whenever you visit and collect information, like the pages you visit and the preferences you choose. We use the information we collect for basic website operational purposes, statistical purposes and to study how our site is used so that we may improve and enhance your experience. We may provide such information collected to outside service providers located overseas for such purposes. No personal information is stored in cookies. It is possible for you not to accept our cookies while using the site by setting the preference in your web browser. If you would like more information about cookies, you can visit http://www.cookiecentral.com/n_cookie_faq.htm. Note that since some cookies are used for operational purposes, some features of the site may not work if cookies are disabled.

We may use Google Analytics and / or other similar analytical tools to obtain information collected in order to display, optimise

and personalise the user experience on our web and digital properties.

In order to enhance the usefulness of the site and our services, we will collect data about our users' in a manner that does not include any Personal Information. While you browse our site, we note which pages of the site you visit and note the IP address of your computer (as all web sites do automatically). The general information we gather enables us to serve our users better by continually enhancing the site based on up-to-date use patterns. We may use this information to enhance or modify our campaigns that are designed to bring web visitors to our site. You may opt-out of this anonymous data collection and sharing activity by visiting the Google Analytics Privacy Overview web page and following the procedures noted under the Browser Opt-Out and Privacy Centre information sections (search for these sites through www.google.com).

5. Use and Disclosure of Personal Information

We limit the use and disclosure of personal information to include only what is permitted in terms of POPIA, any other applicable laws, or in instances where you have consented to such collection, use and disclosure.

We value the confidentiality of your Personal Information. Unless we have your consent or are permitted under applicable law, we will not sell, rent, or lease your Personal Information to others. We will not use or share your Personal Information in ways unrelated to the circumstances described in this Privacy Policy.

We may share personal information with our clients as part of and to deliver our services. We will only share personal information with your consent, or when we have a legal basis to do so.

We may also share personal information with others if it is necessary to:

- comply with the law or legal process served on us;
- comply with requests for information from police or government authorities;
- protect and defend our rights or property (including the enforcement of our agreements);
- protect the public interest;
- act in urgent circumstances to protect the personal safety of our employees or members of the public;
- to the extent permitted or required in terms of the POPIA and other relevant national legislation.

6. Retention Of Your Information

Lead Gurus will retain your Personal Information for as long as reasonably necessary to fulfil the purpose(s) for which it was collected and to comply with applicable laws.

7. Transfer of Personal Information Outside South Africa

We will only transfer your personal information outside of South Africa to countries or organisations that have agreed to or are subject to laws that offer the same level of personal information protection as prescribed by POPIA.

8. Third-Party Sites

Our site may from time to time offer links to third party web sites. You should be aware that operators of third party linked web sites may also collect your Personal Information (including information generated through the use of cookies) when you link to their web sites.

Lead Gurus is not responsible for how such parties collect, use or disclose your information and it is important for you to familiarise yourself with their privacy policies before providing them with your Personal Information.

- **9. Your rights** You have the following rights: you may enquire from us whether we hold your personal information.
- you may ask us who we shared your information with;
- you may request the correction or deletion of your personal information;
- you may object to, restrict or limit the processing of your personal information; and
- you may withdraw consent previously given.

If you want to unsubscribe from any email or other marketing, you can do so by selecting the unsubscribe link in the most recent email that you received from us .

You can update your information such as your address, contact details, etc., by logging on to the Lead Gurus website and amending these details on your profile.

You can also exercise any of your rights listed above by emailing support@leadgurus.co.za. We will acknowledge your request as required under applicable data protection laws. However, the rights mentioned in this Policy are not absolute; they do not always apply, and exemptions may be applicable. We will ask you to verify your identity and/or provide information to assist us in better understanding your request. If we decide not to comply with your request, we will explain why.

Lead Gurus is located at:

Midrand, South Africa

Tel: +2710 056 1720

Should we have reasonable grounds to believe that your personal information has been accessed or acquired by any unauthorised person, we will, as soon as is reasonably possible and lawfully required, notify the applicable regulator, as well as yourself, unless we are unable to establish the identity of the personal information that has been unlawfully accessed.

Please contact us directly if you have any questions or concerns. If you are unsatisfied with our response, you can complain to DMASA by following their complaints procedure (https://dmasa.org/).

You may also complain to the Information Regulator by following the complaints process described on their website (https://inforegulator.org.za/).

10. Compliance and Enforcement Of this Privacy Policy

Lead Gurus reserves the right to modify this Privacy Policy. The Privacy Policy posted at any time via the Lead Gurus sites is the Privacy Policy then in effect for all interactions through all channels as referred to in paragraph (1) above.