



Privacy Notice

Introduction

Genesys Creative Systems respects the privacy of individuals and is committed to protecting personal information in accordance with applicable data protection requirements.

This Privacy Notice explains what personal information Genesys Creative Systems collects, how it is used, shared, stored, and protected, and the rights individuals may have in relation to their personal information.

Who We Are

For the purposes of this notice, "Genesys Creative Systems" refers to Genesys Creative Systems CC, a registered Close Corporation operating under the trading name Genesys Creative Systems.

If you have any questions about this notice or how your personal information is handled, you may contact:

Information Officer / Privacy Contact: Matthew Spicer

Email: matt@genesys.co.za

Phone: +27837201311

What Personal Information We May Collect

Depending on the nature of the relationship, Genesys Creative Systems may collect and process personal information such as:

- name and surname
- email address
- phone number
- job title and company name
- communication preferences
- correspondence and enquiry details
- campaign or marketing contact information
- technical information submitted through websites, forms, or systems
- any other personal information voluntarily provided

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Genesys Creative Systems does not intentionally collect more personal information than is necessary for the relevant purpose.

How We Collect Personal Information

Personal information may be collected:

- directly from individuals
- through website forms or email correspondence
- through business communications and service delivery
- from clients, partners, or authorised third parties
- through platforms and systems used to support campaigns, communications, and business operations

Why We Process Personal Information

Genesys Creative Systems may process personal information for the following purposes:

- to respond to enquiries and communicate with individuals
- to provide services to clients and support business operations
- to manage campaigns, communications, or related services
- to maintain business records
- to comply with legal, regulatory, or contractual obligations
- to protect systems, services, and information
- for other legitimate business purposes consistent with the nature of the relationship

Personal information will only be processed where there is an appropriate lawful basis to do so, such as consent, contractual necessity, legal obligation, or legitimate business interest.

Sharing of Personal Information

Genesys Creative Systems may share personal information with:

- authorised employees or contractors
- service providers and technology partners who support business operations
- hosting, cloud, communications, or campaign platforms

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- professional advisors where required
- regulators, authorities, or other parties where disclosure is required by law

Where third parties process personal information on behalf of Genesys Creative Systems, appropriate contractual and security measures are expected to be in place.

Cross-Border Transfers

Personal information may be stored or processed outside South Africa where Genesys Creative Systems uses service providers or platforms located in other jurisdictions.

Where cross-border transfers occur, Genesys Creative Systems will take reasonable steps to ensure that appropriate safeguards are in place and that personal information continues to receive an adequate level of protection.

Retention of Personal Information

Personal information is retained only for as long as necessary to fulfil the purpose for which it was collected, or for as long as required by legal, regulatory, or contractual obligations.

When personal information is no longer required, it will be securely deleted, destroyed, or anonymised where appropriate.

Security of Personal Information

Genesys Creative Systems takes reasonable technical and organisational steps to protect personal information against loss, misuse, unauthorised access, disclosure, alteration, or destruction.

These measures may include:

- access controls
- encryption where appropriate
- secure platforms and cloud services
- logging and monitoring
- vendor and third-party oversight

Your Rights

Subject to applicable law, individuals may have the right to:

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- request access to personal information held about them
- request correction of inaccurate or incomplete information
- request deletion of personal information where applicable
- object to or restrict certain processing
- withdraw consent where processing is based on consent
- lodge a complaint with the relevant regulator or authority

Requests may be submitted using the contact details provided in this notice.

Cookies and Website Data

If the Genesys Creative Systems website uses cookies, analytics, or similar technologies, these may collect limited technical information to support website functionality, security, and performance.