



PRIVACY NOTICE

Food Safety Matters is committed to protecting the privacy and personal information of our website visitors, learners, and clients. This Privacy Notice explains how we collect, use, store, and protect personal information in accordance with the Protection of Personal Information Act, 2013 (POPIA).

1. Collection of Personal Information

We may collect personal information through the following channels:

- **Voluntary “Contact Us” form submissions** on our website
- **Email correspondence** initiated by clients or learners
- **Online course enrolments and learner administration**
- **Website tracking technologies** (see Section 5 below)

The personal information collected may include your name, ID number, email address, contact number, organisation name, and the details contained in your enquiry.

Submission of information via the Contact Us form is voluntary. When you submit an enquiry, an email containing your query is sent to Food Safety Matters, and we respond to you via email.

2. Purpose of Processing Personal Information

Personal information is collected and processed for the following purposes:

- Responding to enquiries and requests
- Providing information about our training courses and services
- Learner administration, assessment, certification, and accreditation requirements
- Maintaining communication with learners and clients
- Improving our services and website functionality

We do not process personal information for purposes unrelated to our training and business activities.

3. Email Communication and Marketing

Food Safety Matters does not currently issue newsletters or marketing communications.

Should we introduce newsletters or promotional communications in the future:

- Participation will be **voluntary**
- Communications will include a **clear opt-out or unsubscribe option**
- You may withdraw your consent at any time



4. Disclosure of Personal Information

We do not sell, rent, or trade personal information.

Personal information is only shared:

- With authorised personnel for legitimate business purposes
- Where required by law or accreditation bodies
- With third parties (such as assessment or certification partners) only where necessary and appropriate

Learner information and examination results are handled in accordance with our **Procedure for Management of Confidentiality** (available to view on request).

5. Use of Tracking Technologies (Cookies & Pixels)

We use tracking technologies such as the **Meta Pixel (Facebook)** and **Google Ads tracking** to better understand how visitors interact with our website and to improve our advertising efforts.

These technologies may collect information such as:

- Device type
- Browser type
- Pages visited
- Actions taken on the website

We do not collect personally identifiable information directly through these tools.

The data collected is processed by Meta and Google in accordance with their respective privacy policies:

- Meta: <https://www.facebook.com/policy.php>
- Google: <https://policies.google.com/privacy>

By using our website, you consent to the use of cookies and similar tracking technologies. You may manage or disable cookies through your browser settings.

6. Security and Retention of Information

We take reasonable technical and organisational measures to safeguard personal information against loss, unauthorised access, or misuse.

Personal information is retained only for as long as necessary to fulfil the purposes for which it was collected, or as required by law or accreditation requirements.



7. Data Subject Rights

In terms of POPIA, you have the right to:

- Request access to your personal information
- Request correction or deletion of inaccurate information
- Object to the processing of your personal information
- Withdraw consent where applicable

Requests may be submitted to:

admin@foodsafetymatters.co.za

8. Updates to This Privacy Notice

This Privacy Notice will be reviewed periodically and updated as required to ensure ongoing legal compliance and relevance.

Signed by:

A handwritten signature in black ink that reads "J. le Roux".

Juliette le Roux, Director

Date:

2026/01/22