

Privacy Policy for Birdseye Digital

Last Updated: 30 April 2026

At Birdseye Digital (operating under Mkhuba Design cc), we respect your privacy and are committed to protecting your personal information. This policy explains how we collect, use, and safeguard your data in accordance with the South African Protection of Personal Information Act (POPIA).

We may collect and process the following personal information:

- Contact Details: Name, email address, phone number, and physical address.
- Business Information: Company name, industry, and job title.
- Technical Data: IP address, browser type, and usage patterns via cookies on our website.
- Marketing Data: Your preferences in receiving marketing and communications from us.

We use your information to:

- Provide bespoke digital marketing strategy and professional services.
- Communicate regarding projects, approvals, and strategic service enhancements.
- Comply with legal obligations under South African law.
- Improve our website and service offerings via birdseye analytics.

Your data is stored within the **birdseye** platform. We implement industry-standard security measures to prevent unauthorised access, disclosure, or loss of your personal information.

We do not sell your data. We only share information with third parties (such as specialised sub-contractors or software tools) when necessary to fulfil our service contract with you, or as required by law.

Under POPIA, you have the right to:

- Request a copy of the personal information we hold about you.
- Request that we update or correct inaccurate information.
- Request the deletion of your personal information, subject to legal retention requirements.
- Object to the processing of your data for marketing purposes.

Contact Our Information Officer If you have questions regarding this policy or wish to exercise your rights, please contact our founder:

Erica Wagner – erica@birdseydigital.co.za

