PRIVACY POLICY FOR WEBSITE

Green Lantern (Pty) Ltd t/a Green Lantern Consulting ("we", "our", or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website www.greenlanternconsulting.co.za, use our services, or otherwise engage with us.

By using our services or visiting our website, you automatically agree to the terms of this Privacy Policy.

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1. Information We Collect

We may collect and process the following types of personal information:

- **Identifying information:** Full name, ID number, date of birth
- **Contact information:** Email address, phone number, physical address
- **Technical data:** IP address, browser type, device information
- **Usage data:** Pages visited, time spent on site, clickstream data
- **Transactional data:** Payment details (if applicable), purchase history
- **Other data** you voluntarily provide (e.g. via contact forms)

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2. How We Use Your Information

We may use your personal information to:

- Provide and maintain our services
- Respond to your inquiries or requests
- Process transactions and send confirmations
- Improve our website and services
- Send marketing communications (with your consent)
- Comply with legal obligations

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3. Legal Basis for Processing

Where applicable (e.g., under GDPR or POPIA), we rely on the following legal grounds:

- Your **consent**
- The **performance of a contract**
- **Legal obligations**
- **Legitimate interests**, provided they do not override your rights

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4. Sharing of Personal Information

We may share your information with:

- Service providers and third-party vendors under confidentiality agreements
- Legal or regulatory authorities when required by law
- Successors in title in the event of a merger, acquisition, or sale

We do not sell or rent your personal data to third parties.

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5. Data Security

We implement appropriate technical and organizational measures to secure your personal data against unauthorized access, alteration, disclosure, or destruction.

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6. Your Rights Under POPIA and Other Laws

As a subject of data under the **Protection of Personal Information Act (POPIA)**, you have the right to:

- Be informed that your personal information is being collected
- Access the personal information we hold about you
- Request correction or deletion of your information
- Object to the processing of personal data under certain circumstances
- Lodge a complaint with the Information Regulator (South Africa):

  https://www.justice.gov.za/inforeg/

If you are a resident of another jurisdiction (e.g., the EU), you may have additional rights under applicable data protection laws (e.g., GDPR).

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7. Retention of Data

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected or to comply with legal obligations.

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8. Cookies and Tracking Technologies

We use cookies and similar technologies to improve your browsing experience and analyze traffic. You may manage your cookie preferences through your browser settings.

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9. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those websites.

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10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of significant changes and indicate the "Last Updated" date at the top of this page.

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11. Use of Google Analytics

We use **Google Analytics 4 (GA4)**, a web analytics service provided by Google LLC, to understand how users interact with our website and improve its functionality and content.

GA4 collects the following types of information:

- Page views and user interactions (e.g., clicks, scrolls, video plays)
- Device and browser information
- Approximate location (based on IP address, which is anonymized by default)
- User engagement metrics (e.g., time on page, bounce rate)
- Events such as purchases, form submissions, or custom events we define

GA4 **does not log or store full IP addresses** and automatically anonymizes them, improving user privacy and aligning with data protection regulations such as **POPIA** and **GDPR**. We do **not use GA4 to identify individual users**. The data collected is aggregated and used solely to analyze trends and optimize user experience. Google may process and store analytics data on servers located in the United States or other jurisdictions. You can learn more about how Google uses your data by visiting:

https://policies.google.com/technologies/partner-sites

If you prefer not to be tracked by Google Analytics, you can opt out by installing the **Google Analytics Opt-out Browser Add-on**, available here:

https://tools.google.com/dlpage/gaoptout

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11. Contact Us

If you have questions or concerns about this policy or how we handle your personal data, please contact us at:

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Information Officer: Mrs. J. Reddy