

Privacy Policy

At Liquid Thought, accessible from liquidthought.co.za, one of our main priorities is the privacy of our visitors. This Privacy Policy sets out the information we collect and how we use it. If you have questions or need more detail, please get in touch.

This Privacy Policy applies only to our online activities and covers visitors to our website, in relation to the information they share with or that is collected by Liquid Thought. It does not apply to information collected offline or through any channel other than this website.

Consent

By using our website, you consent to this Privacy Policy and agree to its terms.

Information we collect

The personal information we ask you to provide, and the reason we ask for it, will be made clear at the point of collection.

If you contact us directly, we may receive additional information such as your name, email address, phone number, and the contents of any message or attachment you send us.

How we use your information

We use the information we collect to:

- Provide, operate, and maintain our website.
- Improve, personalise, and expand our website.
- Understand how visitors use our website.
- Develop new services and features.
- Communicate with you directly, or through a partner, for customer service, updates, or marketing purposes.
- Send you emails.
- Identify and prevent fraud.

Cookies

Like most websites, Liquid Thought uses cookies. These store information such as visitor preferences and the pages you've accessed, which helps us tailor your experience based on browser type and other details.

Remarketing and demographic targeting

In line with Google's policies, we may track cookies as part of Google AdWords remarketing or similar features.

By visiting this site, you agree that our Google AdWords remarketing and other advertisements may follow you to other sites within Google's Display Network.

We will not use any personally identifiable information gathered through our Google AdWords remarketing campaigns for any other marketing purpose, including sharing it with third parties. We will not use sensitive information of any kind on our remarketing tags.

We aim to adhere to Google's current policies on remarketing and advertising across all AdWords campaigns, and will act promptly to correct any non-conformity.

You can opt out of these advertisements at any time by visiting Google's [ad settings page](#).

We may use certain Google Analytics features to help us understand the effectiveness of our marketing through Google AdWords.

Privacy Policy statement

Protecting your personal information matters to us. It's a constitutional right, a legal requirement, and good business practice, and we take it seriously.

In line with the eight conditions of the Protection of Personal Information Act 4 of 2013 (the Act), we:

- Accept joint responsibility with you to manage and protect your personal information when providing our services.
- Only receive and process personal information that's necessary to assist you, conclude related agreements, and consider everyone's legitimate legal interests, and we respect your right to withdraw consent at any time.
- Only use your personal information for the purpose it was collected for.
- Will not share or further process your personal information unless required to assist you or required by law.
- Will be open and transparent about why and how we collect your personal information, and notify you as required by law.
- Will safeguard and protect any personal information in our possession.
- Will confirm what personal information we hold on request, correct it where needed, and keep it for no longer than legally required.

We, or any companies assisting us with your requirements, may need to collect, use, and retain your personal information for reasons including:

- Responding to your queries.
- Operational purposes connected to the services you've requested.
- Audit and record-keeping.
- Complying with requirements from the Information Regulator, other government agencies, legal proceedings, or court rulings.

We may share your personal information or use software and online platforms to process it for a specific request or business purpose. This will always be done in line with the requirements of the Act.

We, and any companies assisting with your requirements, may use cookies on our respective websites. These help us improve your experience on future visits. Our full Cookie Policy is available on our website.

If you have concerns beyond what we can resolve directly, you can also contact the Information Regulator:

Website: <https://www.justice.gov.za/inforeg/>

Tel: 012 406 4818

Email: inforeg@justice.gov.za

Definition of personal information

Under the Protection of Personal Information Act, personal information means information relating to an identifiable, living natural person, and where applicable, an identifiable existing juristic person, including but not limited to:

(a) race, gender, sex, pregnancy, marital status, national, ethnic or social origin, colour, sexual orientation, age, physical or mental health, wellbeing, disability, religion, conscience, belief, culture, language, and birth; (b) education, medical, financial, criminal, or employment history; (c) identifying numbers, symbols, email addresses, physical addresses, phone numbers, location information, online identifiers, or other particulars assigned to the person; (d) biometric information; (e) personal opinions, views, or preferences; (f) private or confidential correspondence sent by the person, or further correspondence that would reveal its contents; (g) another individual's views or opinions about the person; and (h) the person's name, where it appears alongside other personal information, or where disclosing it would reveal further information about them.