White Key Advisory – Privacy Policy

Effective date: 2 November 2026

White Key Advisory (Pty) Ltd ("White Key Advisory", "we") respects your privacy. This policy explains what personal information we collect through our website and in our work, why we collect it, how we protect it and the rights you have under South Africa's Protection of Personal Information Act 4 of 2013 (POPIA).

1. Who we are

White Key Advisory (Pty) Ltd is the "responsible party" under POPIA for the personal information described in this policy. We are a boutique AI consulting and digital transformation firm based in Johannesburg, South Africa.

Detail	
Registered name	White Key Advisory (Pty) Ltd
Registration number	2026/774852/07
Address	West Tower, Nelson Mandela Square, 5 Maude Street, Sandown, Sandton
Information Officer	Ugochukwu Lean Asiegbu
Email	ugo@whitekeyadvisory.com
Website	whitekeyadvisory.com

Questions about this policy or your personal information can be sent to our Information Officer at the email above.

2. Personal information we collect

We collect only what we need to respond to you and deliver our services.

Where it comes from	What we collect
Website contact form	Name, email address, company, industry, phone or WhatsApp number (optional), and the operational challenge you describe

Where it comes from	What we collect
Consultation bookings (Cal.com)	Name, email address, the time you book and any notes you add
Email and other correspondence	Your contact details and the content of your messages
Client engagements	Business contact details of your team, and business information you share so we can assess and improve your workflows
Website use	Technical information such as your browser type, device and pages visited, received when your browser loads our website and its fonts, as described in section 9

We do not knowingly collect personal information from children, and we do not ask for special personal information (such as health or religious beliefs) through our website. Please do not include it in the contact form.

Contact form submissions are sent to us by email. They are not stored on our website.

3. How and why we use it

We use your personal information only for the purposes it was collected for:

- to respond to your enquiry and arrange consultations
- to prepare proposals and deliver the services you engage us for
- to manage our client relationship, invoicing and records
- to keep our website secure and working properly
- to meet our legal and regulatory obligations

Under POPIA, we process your information because you have asked us to (for example, by sending an enquiry), because it is needed to conclude or perform a contract with you, because the law requires it, or for our legitimate interest in running and improving our business.

Marketing. We will only send you newsletters or marketing messages if you have agreed to receive them, and every message will let you unsubscribe. Submitting an enquiry does not sign you up for marketing.

Automated processing. We may use AI and automation tools to help organise enquiries and prepare information. A person at White Key Advisory reviews this work, and we do not make decisions about you based solely on automated processing.

4. Who we share it with

We do not sell your personal information. We share it only with service providers who help us run our business, and only as much as they need:

- website hosting and maintenance providers
- our email provider
- Cal.com, which manages consultation bookings
- AI and automation tools we may use to organise and prepare work, under their data protection terms
- professional advisers such as accountants and lawyers, when needed

These providers may only use your information to provide their services to us and must keep it secure. We may also disclose information where the law requires it.

Information sent outside South Africa. Some of our providers store or process information in other countries. When this happens, we only use providers bound by data protection laws, agreements or binding rules that give a level of protection substantially similar to POPIA, as section 72 of the Act requires.

5. How we protect it

We take reasonable technical and organisational measures to protect your information against loss, misuse and unauthorised access. These include secure (SSL) connections on our website, access limited to people who need it, and permission controls on the tools we use. If a security breach affects your personal information, we will notify you and the Information Regulator as POPIA requires.

6. How long we keep it

We keep personal information only for as long as we need it for the purposes above, or as long as the law requires. Enquiries that do not lead to an engagement are deleted or anonymised when they are no longer needed, including copies held in email and other systems. Client and financial records are kept for the periods required by law, such as tax legislation.

7. Your rights

Under POPIA, you have the right to:

- ask whether we hold personal information about you, and request a copy
- ask us to correct or update inaccurate information

- ask us to delete information we no longer have a lawful reason to keep
- object to how we process your information, including for direct marketing
- withdraw any consent you have given, at any time

To use any of these rights, email ugo@whitekeyadvisory.com. We may need to confirm your identity first, and we will respond within a reasonable time.

8. Complaints

If you are unhappy with how we have handled your information, please contact us first so we can try to resolve it. You also have the right to complain to the Information Regulator:

- Website: inforegulator.org.za
- POPIA complaints: POPIAComplaints@inforegulator.org.za
- General enquiries: enquiries@inforegulator.org.za
- Phone: 010 023 5200
- Address: Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg, 2191

9. Cookies and third-party services

Our website does not use analytics, advertising or tracking cookies. It uses Google Fonts to display text, which means your browser connects to Google's servers and shares technical information, such as your IP address, so the fonts can load. Google describes how it handles this information in its privacy policy. If we add analytics or other non-essential cookies, we will update this policy and, where required, ask for your consent.

10. Changes to this policy

We may update this policy from time to time. The latest version will always be on this page, with its effective date at the top.