

# Privacy Policy for South Africa (POPIA)

## 1. Introduction

Long Neck Limited (referred to as “we,” “us,” or “our”) is committed to protecting the personal information of our clients and business partners. This Privacy Policy outlines how we collect, use, store, and protect personal information in compliance with the Protection of Personal Information Act, 2013 (POPIA).

## 2. Definitions

- **Personal Information:** Any information relating to an identifiable individual, including names, contact details, identification numbers, financial data, etc.
- **Data Subject:** The individual or entity whose personal information is processed.
- **Processing:** Any operation or activity concerning personal information, including collection, storage, or sharing.
- **Responsible Party:** Long Neck Limited, as the entity responsible for processing personal information.

## 3. Collection of Personal Information

We collect personal information in the following ways:

- Directly from you during onboarding or communication.
- Automatically through our website or social media platforms.
- From third-party service providers with your consent.

## 4. Use of Personal Information

We use personal information for the following purposes:

- To deliver creative and marketing services as agreed upon.
- To communicate project updates and feedback.
- To fulfill legal and contractual obligations.

## 5. Sharing of Personal Information

We may share personal information with third parties, such as:

- Subcontractors or service providers assisting with campaigns.
- Legal or regulatory authorities as required by law.

All third parties are bound by confidentiality agreements to ensure the protection of your data.

## 6. Data Protection Measures

We implement the following measures to safeguard personal information:

- Secure servers and firewalls.
- Restricted access to authorized personnel only.

- Encryption of sensitive data.
- Regular audits of our data protection measures.

## **7. Rights of Data Subjects**

As a data subject under POPIA, you have the right to:

- Access your personal information.
- Request correction or deletion of inaccurate data.
- Withdraw consent for data processing.
- Lodge complaints with the Information Regulator of South Africa.

## **8. Data Retention**

We retain personal information only as long as necessary to fulfill the purposes outlined in this policy. Data no longer required will be securely deleted or destroyed.

## **9. Cookies and Online Tracking**

Our website uses cookies to improve user experience. By using our website, you consent to the use of cookies. You can manage your preferences via browser settings.

## **10. Incident Response Plan**

In the event of a data breach:

- We will notify affected individuals and the Information Regulator within the timeframes required by law.
- Steps will be taken to mitigate the breach and prevent future incidents.

## **11. Client Responsibilities**

Clients are responsible for:

- Providing accurate and updated data.
- Protecting shared accounts or systems used for collaborative purposes.

## **12. Special Considerations for Sensitive Data**

For sensitive data (e.g., financial or campaign-related preferences), we:

- Use additional encryption measures.
- Only process such data with explicit consent.

## **13. Governing Law**

This Privacy Policy is governed by the laws of South Africa, specifically POPIA.

#### **14. Contact Us**

For any inquiries, complaints, or data-related concerns, please contact us at:

**Email:** [tali@longneck.social](mailto:tali@longneck.social)

**Phone:** +44 7359735843

# Privacy Policy for the UK (UK GDPR)

## 1. Introduction

Long Neck Limited (referred to as “we,” “us,” or “our”) is dedicated to complying with the UK General Data Protection Regulation (UK GDPR) and ensuring the privacy and security of personal data entrusted to us.

## 2. Definitions

- **Personal Data:** Any information related to an identifiable individual, such as names, contact information, and financial data.
- **Data Controller:** Long Neck Limited, responsible for determining the purpose and means of processing personal data.
- **Data Processor:** Third parties processing data on our behalf.

## 3. Lawful Basis for Processing

We process personal data based on the following lawful grounds:

- Consent provided by you.
- Performance of a contract.
- Compliance with legal obligations.

## 4. Collection of Personal Data

We collect personal data through:

- Direct interactions, such as emails, calls, and contracts.
- Automated technologies on our website or digital platforms.

## 5. Use of Personal Data

We use personal data to:

- Deliver services and fulfill contracts.
- Manage and improve our services.
- Comply with legal obligations.

## 6. Data Sharing

We may share personal data with:

- Service providers for executing campaigns.
- Regulatory bodies as required by law.
- Social media platforms or advertising tools, adhering to strict confidentiality standards.

Third parties are required to comply with data protection laws and our strict confidentiality standards.

## **7. Data Security**

We employ robust security measures to protect personal data, including:

- Regular system audits.
- Encrypted communication channels.
- Secure storage solutions.

## **8. Rights of Data Subjects**

Under UK GDPR, you have the following rights:

- Access your personal data.
- Request rectification or deletion of your data.
- Object to or restrict data processing.
- Request data portability.

## **9. International Data Transfers**

If personal data is transferred outside the UK, we ensure adequate protection through mechanisms like Standard Contractual Clauses.

## **10. Cookies and Online Tracking**

Our website uses cookies to collect non-personal information and improve functionality. You may opt out of non-essential cookies via our cookie management tool or your browser settings.

## **11. Incident Response Plan**

In case of a data breach:

- We will notify affected parties and the UK Information Commissioner's Office (ICO) within 72 hours.
- We will implement measures to prevent similar breaches in the future.

## **12. Client Responsibilities**

Clients are responsible for:

- Providing accurate and updated personal data.
- Implementing safeguards for shared systems or accounts used for collaborative work.

## **13. Special Considerations for Sensitive Data**

For sensitive data (e.g., financial or campaign-related preferences), we ensure:

- Strict access controls and encryption.

- Processing only with explicit consent.

#### **14. Governing Law**

This Privacy Policy is governed by the laws of the United Kingdom, specifically the UK GDPR.

#### **15. Contact Us**

For any inquiries, complaints, or data-related concerns, please contact us at:

- **Email:** [tali@longneck.social](mailto:tali@longneck.social)
- **Phone:** +44 7359735843

# Website Privacy Policy

**Effective Date:** 02/12/2024

Welcome to Long Neck Limited's Privacy Policy. Your privacy is important to us, and we are committed to protecting your personal data in compliance with the laws of South Africa (POPIA) and the United Kingdom (UK GDPR).

This Privacy Policy explains how we collect, use, share, and protect your personal information when you interact with us, whether online or offline.

## 1. Who We Are

Long Neck Limited is a creative agency offering innovative marketing, digital strategy, e-commerce, and social media solutions. For privacy-related matters, Long Neck Limited acts as:

- A **Responsible Party** under POPIA in South Africa.
- A **Data Controller** under UK GDPR in the United Kingdom.

For questions, concerns, or exercising your privacy rights, please contact us at:

- **Email:** tali@longneck.social
- **Phone:** +44 7359735843

## 2. Information We Collect

We may collect the following types of personal data:

- **Identifying Information:** Names, contact details, and job titles.
- **Business Information:** Company details, project preferences, and billing information.
- **Technical Data:** IP addresses, browser types, and cookies collected via our website.
- **Marketing Data:** Preferences for receiving marketing materials.

## 3. How We Collect Data

We collect personal information:

- **Directly:** When you provide information during onboarding, through emails, or via contracts.
- **Automatically:** Through cookies and similar technologies on our website.
- **From Third Parties:** Such as social media platforms or service providers, with your consent.

## 4. How We Use Your Data

We use your personal data to:

- Deliver our services as agreed upon.
- Manage communication and provide updates.

- Improve our services and ensure compliance with legal obligations.

## 5. Legal Basis for Processing

Our legal grounds for processing your data include:

- **Consent:** When you provide explicit permission.
- **Contractual Necessity:** To fulfill agreements with you.
- **Legal Compliance:** To adhere to applicable laws.

## 6. Data Sharing

We may share your data with:

- **Service Providers:** For project delivery and campaign execution.
- **Regulatory Authorities:** If required by law.
- **Third-Party Tools:** Such as Google Analytics or Meta Ads Manager, under strict confidentiality agreements.

## 7. Data Retention

We retain your personal data only as long as necessary to:

- Fulfill the purposes for which it was collected.
- Comply with legal obligations.

Once no longer required, data is securely deleted or anonymized.

## 8. International Data Transfers

If your personal data is transferred outside of the UK or South Africa, we ensure appropriate safeguards, such as Standard Contractual Clauses, to protect your information.

## 9. Cookies Policy

Our website uses cookies to enhance user experience and gather analytical data. By using our website, you consent to the use of cookies.

- **Types of Cookies:** Functional, analytical, and marketing.
- **Managing Cookies:** You can opt out of non-essential cookies via your browser settings.

## 10. Your Privacy Rights

Under South Africa's POPIA:

- Request access to your personal data.
- Correct or delete inaccurate data.
- Withdraw consent for data processing.

- Lodge complaints with the Information Regulator of South Africa.

#### **Under the UK GDPR:**

- Access and receive a copy of your personal data.
- Request correction, deletion, or restriction of processing.
- Object to processing based on legitimate interests.
- Request data portability.

To exercise these rights, contact us using the details provided above.

### **11. How We Protect Your Data**

We implement robust security measures, including:

- Secure servers and firewalls.
- Encryption of sensitive information.
- Restricted access to personal data for authorized personnel only.
- Regular audits of our security protocols.

### **12. Incident Response Plan**

In the event of a data breach:

- We will notify affected individuals and the relevant authorities within the timeframes required by law.
- We will take immediate steps to mitigate the impact and prevent future incidents.

### **13. Client Responsibilities**

To ensure data security, clients are responsible for:

- Providing accurate and updated information.
- Protecting shared accounts and systems used for collaborative purposes.

### **14. Handling Sensitive Data**

For sensitive data (e.g., financial or campaign-related preferences), we:

- Use additional encryption measures.
- Process such data only with explicit consent.

### **15. Governing Law**

This Privacy Policy is governed by:

- The **Protection of Personal Information Act, 2013 (POPIA)** for South African clients.
- The **UK General Data Protection Regulation (UK GDPR)** for clients in the United Kingdom.

## 16. Updates to this Policy

We may update this Privacy Policy from time to time. Please review this page periodically for changes. Your continued use of our services signifies your acceptance of any modifications.

## Contact Us

For privacy-related questions or to exercise your rights, contact us at:

- **Email:** [Insert Email]
- **Phone:** [Insert Phone Number]

## Additional Information

If you would like to learn more about your privacy rights or file a complaint, you may contact:

- **South Africa:** Information Regulator of South Africa ([website](#)).
- **United Kingdom:** Information Commissioner's Office ([website](#)).