

Privacy Policy

Realty Link

Effective Date: 1 July 2021

1. Introduction

This Privacy Policy explains how **Realty Link (Pty) Ltd** (“we”, “our”, or “us”) collects, uses, stores, and protects personal information in accordance with the **Protection of Personal Information Act 4 of 2013 (POPIA)**. We are committed to protecting your privacy and ensuring that your personal information is processed lawfully, fairly, and transparently.

By engaging with us—whether in person, via our website, email, social media, or other channels—you consent to the processing of your personal information as outlined in this policy.

2. Personal Information We Collect

We may collect and process the following personal information:

- Full name, identity number, date of birth
 - Contact details (email address, phone number, physical address)
 - Employment and financial information (for rental or sales qualification)
 - Property preferences and transaction history
 - Banking details (for deposit and rental payments)
 - Copies of identification documents
 - IP address, browser type, and device information (for website visitors)
 - Any other information necessary for the execution of our real estate services
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3. Purpose of Collection

We process personal information for the following purposes:

- Facilitating property sales, rentals, and management
- Conducting tenant screening and credit checks
- Drafting and managing lease and sales agreements

- Complying with legal and regulatory requirements (including FICA compliance)
 - Maintaining communication with clients and stakeholders
 - Processing payments and refunds
 - Marketing and promotional communication (only with your consent)
 - Improving our website's performance and user experience
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4. Legal Basis for Processing

We process personal information on the following grounds as permitted by POPIA:

- **Consent** given by you
 - **Contractual necessity** to perform our services
 - **Legal obligations** under applicable South African laws
 - **Legitimate interests** in the operation of our business
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5. Sharing of Personal Information

We may share your personal information with:

- Property owners, tenants, and prospective buyers/sellers involved in a transaction
- Credit bureaus and tenant screening services
- Attorneys, conveyancers, and other service providers involved in transactions
- Regulators such as the PPRA, SARS, and other statutory bodies
- Our IT, marketing, and administrative service providers

We will never sell your personal information to third parties.

6. Security and Data Retention

We take appropriate, reasonable technical and organisational measures to protect personal information against loss, damage, or unauthorised access.

Your information will be retained only for as long as necessary to fulfil the purposes for which it was collected, or as required by law.

7. Website & Cookies

When you visit our website:

- We may automatically collect information such as your IP address, browser type, pages visited, and time spent on the site.
- We use **cookies** and similar technologies to improve your browsing experience, analyse website traffic, and show you relevant property listings or marketing material.
- You can manage or disable cookies through your browser settings, but this may affect certain website functions.

Types of cookies used:

- **Essential cookies:** Required for the operation of our website.
- **Performance cookies:** Help us understand how visitors use our website.
- **Marketing cookies:** Help us deliver targeted property marketing.

By using our website, you consent to the use of cookies as described above.

8. Your Rights

Under POPIA, you have the right to:

- Access the personal information we hold about you
 - Request correction or deletion of your information
 - Withdraw consent to processing (where applicable)
 - Object to the processing of your personal information
 - Lodge a complaint with the Information Regulator
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9. Contact Details

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact:

Information Officer: Jonathan Mentz

Email: jonathan@realtylink.co.za

Phone: 012 403 8500

Physical Address: 199 Gordon Road, Queenswood, Pretoria.

Information Regulator Contact:

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

Email: inforeg@justice.gov.za

10. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website or from our offices.