

FRAMEWORK MEDIA

Privacy Policy

*Website document***Last updated: 08 August 2026**

Framework Media ("**Framework Media**", "**we**", "**us**", "**our**") respects your privacy and is committed to protecting the personal information of everyone who visits our website, submits a form, or works with us as a client. This Privacy Policy explains what information we collect, why we collect it, how it's stored and protected, who we share it with, and what rights you have over it.

This policy is written with reference to South Africa's **Protection of Personal Information Act 4 of 2013 ("POPIA")**. It applies to information collected via frameworkmedia.co.za, our onboarding forms, email, WhatsApp, discovery calls, and any other channel through which you interact with Framework Media. By using our website or engaging our services, you acknowledge that you have read and understood this policy.

1. Who This Policy Applies To

This policy applies to:

- Visitors to our website
- People who submit an enquiry, contact form, or onboarding form
- Prospective clients we speak to on discovery or strategy calls
- Current and past clients
- Subscribers to any newsletter or update list we may operate

2. Information We Collect

Personal information you submit directly, including through contact forms, onboarding forms, discovery calls, email, or WhatsApp:

- Full name
- Email address
- Phone number / WhatsApp number
- Business or brand name
- Job title or role
- Social media handles and links
- Any other information you choose to include in a message or form field

Business information relevant to delivering our services, such as brand guidelines, target audience details, competitor information, goals, budgets, and content assets you choose to share with us.

Payment-related information, including invoicing details, billing address, and proof of payment. Framework Media does not directly store full card numbers, CVC codes, or banking login credentials — these are collected and processed directly by our third-party payment processor(s).

Website usage information, collected automatically, such as IP address, browser type, device type, operating system, referring page, pages visited, time spent on the site, and general location (city/country level), typically via cookies or analytics tools.

Communications data, including the content of emails, WhatsApp messages, and other correspondence exchanged with us in the course of an enquiry or engagement.

3. Legal Basis for Processing

We process personal information on one or more of the following bases: your consent (for example, submitting an onboarding form or subscribing to updates); the necessity of processing to perform a contract with you (for example, delivering a paid service); our legitimate business interests (for example, responding to enquiries or improving our website); and compliance with a legal obligation (for example, retaining invoices for accounting purposes).

4. Cookies and Similar Technologies

Our website may use cookies and similar technologies to understand how visitors use the site, remember preferences, and improve functionality. This may include analytics cookies (e.g. Claude AI) that help us understand traffic patterns. You can disable cookies through your browser settings at any time; doing so may affect how parts of the website function, but will not prevent you from contacting us.

5. How We Use Your Information

We use the information we collect to:

- Respond to enquiries and provide quotes or proposals
- Onboard and deliver services to clients
- Communicate about projects, deadlines, feedback, and approvals
- Issue invoices, process payments, and maintain financial records
- Improve our website, services, and internal processes
- Understand which content and offers resonate with our audience
- Send relevant updates or marketing communications, where you have agreed to receive them
- Comply with legal, tax, or regulatory obligations

We do not sell, rent, or trade personal information to third parties for their own marketing purposes.

6. How Information Is Stored and Protected

Client and visitor information is stored using reputable third-party tools, which may include cloud storage (e.g. Google Drive), form platforms (e.g. Google Forms), scheduling tools (e.g. Google Calendar), project management tools, and accounting/invoicing software. We take reasonable technical and organisational measures — including access controls and the use of reputable, secure platforms — to protect information against unauthorised access, loss, misuse, or alteration. No method of electronic storage or transmission is completely secure, and we cannot guarantee absolute security.

7. Data Breach Notification

In the event of a data breach that is likely to result in a risk to your rights (for example, unauthorised access to personal information we hold), we will take reasonable steps to investigate and, where required by POPIA, notify the Information Regulator and affected individuals within the timeframes required by law.

8. Third-Party Service Providers

We work with trusted third-party providers ("operators", as defined under POPIA) to operate our business, including:

- Payment processors (Paystack & Bank Transfer) for handling transactions
- Google Forms and Google Drive for intake, storage, and file sharing
- Scheduling platforms for booking calls

- Analytics and advertising tools for understanding website traffic and performance
- Email and communication providers
- Accounting/invoicing software

These providers process information on our behalf, under instruction, and are expected to maintain appropriate data protection standards. We do not control how third-party social platforms (e.g. Instagram, TikTok, YouTube) collect or use data you share directly with them, and your use of those platforms is subject to their own privacy policies.

9. Client Data and Content

Content, brand assets, footage, and documents shared with us for the purpose of delivering a service are used solely for that purpose, unless separate written permission is given — for example, under our Testimonial & Case Study Permission agreement, or our Client Content & Intellectual Property Policy.

10. Data Retention and Deletion

We retain personal and project information for as long as reasonably necessary to deliver services, respond to enquiries, meet legal, accounting, or tax obligations (which in South Africa may require certain financial records to be kept for up to five years), and maintain reasonable business records. Where information is no longer needed for these purposes, we will take reasonable steps to delete or anonymise it. You may request deletion of your personal information at any time, subject to any legal or contractual obligations that require us to retain certain records.

11. Your Rights

Subject to POPIA and applicable law, you have the right to:

- Request access to the personal information we hold about you
- Request correction or updating of inaccurate or outdated information
- Request deletion of your information, where legally possible
- Object to certain uses of your information, including direct marketing
- Withdraw consent at any time, where our processing is based on consent
- Lodge a complaint with South Africa's Information Regulator if you believe your information has been mishandled

To exercise any of these rights, contact us at hello@frameworkmedia.co.za. We will respond within a reasonable time and in line with POPIA's requirements.

12. Marketing Communications

If we send marketing or promotional communications, you may opt out at any time via the unsubscribe link provided in the communication, or by emailing us directly. Opting out of marketing communications will not affect service-related communications about an active project.

13. Automated Decision-Making

Framework Media does not use your personal information for automated decision-making that produces legal or similarly significant effects concerning you.

14. International Clients and Cross-Border Transfers

Framework Media may work with clients and visitors outside South Africa. Where personal information is transferred internationally (for example, via cloud tools hosted abroad), we take reasonable steps to ensure it remains protected in a manner consistent with this policy and, where applicable, POPIA's requirements for cross-border transfers.

15. Third-Party Links

Our website and materials may contain links to third-party websites, tools, or social platforms. We are not responsible for the privacy practices, content, or security of those third parties, and we encourage you to review their own privacy policies before providing them with information.

16. Children's Privacy

Framework Media's services are intended for businesses, founders, creators, and personal brands who are 18 years or older. We do not knowingly collect personal information from children, and if we become aware that we have inadvertently done so, we will take reasonable steps to delete it.

17. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, services, or legal requirements. The "Last updated" date at the top of this document reflects the most recent revision. Material changes will, where appropriate, be communicated to active clients directly.

18. Information Officer and Contact Details

For any questions, requests, or complaints about this Privacy Policy or how your information is handled, please contact:

Framework Media Information Officer:

Katlego Mothapo, Founder & CEO

144 Peter Road, Ruimsig, Roodepoort, South Africa, 1724

hello@frameworkmedia.co.za

You may also lodge a complaint directly with South Africa's Information Regulator at [\[enquiries@inforegulator.org.za\]](mailto:enquiries@inforegulator.org.za).
