

PRIVACY POLICY

Mad K IP Consulting (Pty) Ltd

Last updated: 23 September 2026

1. Purpose and scope

Mad K IP Consulting (Pty) Ltd ("Mad K", "we", "us" or "our") respects privacy and processes personal information in accordance with the Protection of Personal Information Act 4 of 2013 ("POPIA") and other applicable law. This Privacy Policy explains how we collect, use, store, disclose and protect personal information in connection with our website, client onboarding, professional engagements, invoicing, communications and related business activities.

For purposes of POPIA, Mad K is the responsible party where it determines the purpose and means of processing personal information. Where Mad K processes personal information solely on the documented instructions of a client, Mad K may act as an operator in relation to that processing.

2. Personal information we may collect

- identity and contact details, including names, telephone numbers, email addresses and business addresses;
- client and entity information, including registration and VAT numbers and engagement details;
- where reasonably necessary for client administration, identity verification, credit management, debt recovery or legal claims, details of directors, members, authorised representatives or other relevant persons, which may include identity/passport details;
- billing, payment and accounting information;
- correspondence, instructions, documents and records generated or received in the course of a professional engagement;
- technical information generated when the website is used, such as IP address, browser/device information and logs, to the extent collected by our website or service providers; and
- other personal information voluntarily provided to us or reasonably required to perform an engagement or comply with law.

3. Purposes of processing

- onboarding clients and opening, administering and managing matters;
- providing professional advisory and consulting services and performing agreed engagements;
- communicating with clients, prospective clients, service providers and business contacts;
- issuing invoices, administering accounts and receiving payments;
- credit management and, where necessary, tracing or recovering unpaid amounts and establishing, exercising or defending legal rights;
- maintaining legal, evidentiary, accounting, tax and professional records;
- protecting our systems, website, confidential information and legal rights; and
- complying with legal, regulatory, professional and contractual obligations.

4. Lawful grounds for processing

Depending on the circumstances, we process personal information because it is necessary for the conclusion or performance of a contract or engagement; to comply with a legal obligation; to protect a legitimate interest of the data subject; or because it is necessary for the legitimate interests of Mad K or a third party. We rely on consent where POPIA specifically requires consent or where consent is otherwise the appropriate lawful basis. Consent is not used as the sole basis where another lawful justification under POPIA applies.

5. Director, member and representative information

Where a client is a company, close corporation or other entity, we may collect personal information relating to its directors, members, authorised representatives or other responsible persons where reasonably necessary for onboarding, identity verification, client administration, credit management, debt recovery, legal proceedings or the enforcement or defence of rights. We seek to limit this information to what is adequate, relevant and not excessive for those purposes. Collection of a director's or member's information does not, by itself, make that person personally liable for the client entity's obligations.

6. Disclosure of personal information

We do not sell personal information. We may disclose personal information where reasonably necessary to provide services, administer the engagement, comply with law or protect or enforce rights. Recipients may include accountants, auditors, professional advisers, correspondent attorneys, consultants, banks and payment providers, IT, email, hosting, cloud and records-management providers, insurers, debt collectors, tracing agents, sheriffs, courts, regulators and public authorities. Service providers acting as operators are required, where applicable, to process personal information in accordance with applicable confidentiality and security obligations.

7. Retention

We retain personal information only for as long as necessary for the purpose for which it was collected or subsequently lawfully processed, or for a longer period where retention is required or authorised by law, reasonably required for lawful business or professional purposes, required by contract, or otherwise permitted by POPIA. Client correspondence and matter records may be retained for legal, evidentiary and professional record-keeping purposes, including for the establishment, exercise or defence of legal claims. Financial, accounting and tax records are retained for the periods required by applicable law. When we are no longer authorised to retain personal information, it will be securely deleted, destroyed or de-identified as appropriate.

8. Information security and operators

We take appropriate and reasonable technical and organisational measures to safeguard personal information against loss, damage, unauthorised destruction, unlawful access or processing. We periodically review risks and safeguards and require operators processing personal information on our behalf to implement appropriate security measures and confidentiality controls.

9. Security compromises

If there are reasonable grounds to believe that personal information has been accessed or acquired by an unauthorised person, we will investigate and take appropriate remedial steps and will notify the Information Regulator and affected data subjects as soon as reasonably possible where POPIA requires notification, subject to any lawful delay or exception.

10. Cross-border processing

Some service providers or information systems used by Mad K may process or store information outside South Africa. Where personal information is transferred to a third party in another country, we will do so only in a manner permitted by section 72 of POPIA, including where the recipient is subject to adequate protection, an appropriate binding agreement applies, the data subject has consented where appropriate, or another statutory ground for the transfer applies.

11. Website, cookies and analytics

Our website may use essential cookies and may use analytics or similar technologies depending on the services configured on the website. Cookies and related technologies may collect technical information such as IP address, browser or device information, pages visited and usage data. Where consent is legally required for non-essential cookies or tracking technologies, we will seek consent through the website mechanism used for that purpose. Users can also manage cookies through their browser settings.

12. Direct marketing

We will send electronic direct marketing communications only where permitted by POPIA. Where consent is required, we will obtain it before sending such communications. Data subjects may object to direct marketing at any time and free of charge by using any unsubscribe or opt-out mechanism provided in the communication, by replying to the communication requesting that it cease, or by contacting info@mad-ip.com. Where a valid objection or opt-out is received, we will cease using the relevant personal information for direct marketing and may retain limited information on a suppression or opt-out list solely to ensure that further marketing communications are not sent. Service, engagement, account-related and other communications necessary to administer an existing professional or contractual relationship are not treated as direct marketing merely because they are sent electronically.

13. Children and special personal information

Our website and professional services are not directed at children. We do not intentionally collect personal information of children through the website. If an engagement requires the processing of children's information or special personal information, we will do so only where an applicable ground under POPIA permits such processing and appropriate safeguards are in place.

14. Your rights

Subject to POPIA and PAIA, a data subject may request confirmation of whether we hold personal information about them, request access to that information, request correction or deletion of inaccurate, irrelevant, excessive, out-of-date, incomplete, misleading or unlawfully obtained information, and object to processing in the circumstances permitted by POPIA. An objection may be submitted to Mad K using the prescribed Form 1 under the POPIA Regulations or a substantially similar request, including by email to info@mad-ip.com. Where processing is based on consent, the data subject may withdraw that consent, subject to applicable law. Requests may require appropriate proof of identity. An objection or withdrawal of consent does not necessarily require Mad K to cease processing where continued processing is otherwise authorised or required by law, including where it is necessary for the performance of an engagement or contract, compliance with a legal obligation, or the establishment, exercise or defence of legal rights, or where records must be retained for lawful purposes or purposes of proof.

15. Information Officer and complaints

Privacy and data-subject requests, including objections to processing, direct-marketing opt-outs, requests for access, correction or deletion, and withdrawals of consent where applicable, may be directed free of charge to: Information Officer, Mad K IP Consulting (Pty) Ltd, PO Box 602, Somerset Mall, Western Cape, 7137, South Africa; email: info@mad-ip.com; telephone: +27 79 723 8782..

A complaint may also be lodged with the Information Regulator (South Africa): Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg; PO Box 31533, Braamfontein, Johannesburg, 2017; telephone: 010 023 5200; email: enquiries@inforegulator.org.za.

16. Changes to this Privacy Policy

We may amend this Privacy Policy from time to time to reflect changes in law, our processing activities or our service providers. The current version will be published on our website with its effective or last-updated date. Material changes affecting the way personal information is processed will be communicated where reasonably required by law.

17. Contact

Questions about this Privacy Policy or Mad K's processing of personal information may be sent to info@mad-ip.com.