

## PRIVACY

# Privacy Policy.

THE BURGEON GROUP – LAST UPDATED

1 September 2026

## 01

## Who we are

The Burgeon Group (“TBG”, “we”, “us”) is an execution coaching and strategic facilitation firm based in the Western Cape, South Africa. The Burgeon Group is a trading name of The Ardent Grove (Pty) Ltd.

|                     |                                                                        |
|---------------------|------------------------------------------------------------------------|
| RESPONSIBLE PARTY   | The Ardent Grove (Pty) Ltd, registration number 2025/538462/07         |
| INFORMATION OFFICER | Johannes (JC) de Jongh, Director                                       |
| EMAIL               | <a href="mailto:jc@theburgeongroup.co.za">jc@theburgeongroup.co.za</a> |

This policy explains what personal information we collect through this website, why we collect it, what we do with it, and what rights you have. We process personal information in line with the Protection of Personal Information Act 4 of 2013 (POPIA).

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## What we collect, and why

We only collect information you give us directly. We do not buy contact lists, and we do not scrape personal information from other sources.

### 1. When you download our case studies

We ask for your first name, last name, work email address, company name, your role, and (optionally) your company size.

We use this to:

- send you the case studies you requested;
- understand who is interested in our work, so we can improve what we offer;
- get in touch once, if your business looks like the kind we work well with. If you tell us to leave it there, we will.

## 2. When you book a clarity call or contact us

We ask for your name, email address, phone number, company name, your role, and anything you choose to tell us about what prompted you to get in touch.

We use this to:

- contact you to arrange and hold the conversation you asked for;
- prepare properly for that conversation;
- follow up afterwards about working together, where that is what you want.

## 3. If you opt in to our emails

If you tick the consent box on either form, we will send you occasional notes on execution. This is optional, it is never a condition of receiving the case studies or booking a call, and you can unsubscribe at any time using the link in any email or by emailing us.

## 4. Technical information

Our website host records standard technical information such as IP address, browser type, and pages visited, as part of operating and securing the site.

We use Google reCAPTCHA on our forms to prevent automated spam submissions. This is a Google service and is subject to Google's own privacy terms.

### NO TRACKING

**We do not run analytics, advertising pixels, or third-party tracking on this website.** We do not build profiles of your browsing behaviour, and we do not track you across other websites.

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## Our lawful basis for processing

We process your personal information because:

- **you consented** to it, by submitting a form or ticking the marketing consent box; or
- it is **necessary to take steps you asked for** before entering into an agreement with us — for example, arranging the call you requested; or
- it serves our **legitimate interest** in contacting a business about services relevant to it, balanced against your right to privacy, and always with a clear and easy way to say no.

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## Who we share it with

We do not sell your personal information. We do not share it with third parties for their own marketing.

We use the following service providers, who process information on our behalf and only on our instructions:

| PROVIDER                        | WHAT THEY DO                                        | WHERE                  |
|---------------------------------|-----------------------------------------------------|------------------------|
| Webflow                         | Hosts this website                                  | United States          |
| ClickUp                         | Receives form submissions and manages our follow-up | United States          |
| Google Workspace (Gmail, Drive) | Email and document storage                          | United States / global |
| Google reCAPTCHA                | Spam prevention on our forms                        | United States / global |

Some of these providers store information outside South Africa. Where that happens, we rely on their contractual commitments to protect your information at a standard comparable to POPIA.

We may also disclose information where the law requires it.

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## How long we keep it

**Enquiries and case study downloads:** 24 months from your last interaction with us, unless you ask us to delete it sooner.

**Marketing list:** until you unsubscribe, after which we keep a minimal suppression record so that we do not email you again by mistake.

**Client records and related financial records:** for the duration of our engagement and for 7 years afterwards, in line with the record-keeping requirements of the Companies Act, 2008 and South African tax legislation.

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## How we protect it

We keep the number of people with access to your information small, use reputable service providers with their own security controls, and protect our accounts with strong authentication. No system is perfectly secure, but we take reasonable steps to keep your information safe. If a breach affects your personal information, we will notify you and the Information Regulator as POPIA requires.

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## Your rights

Under POPIA you have the right to:

- **ask what we hold** about you, and get a copy;
- **correct or delete** information that is inaccurate, irrelevant, excessive, out of date, or obtained unlawfully;
- **object** to us processing your information;

- **withdraw consent** at any time, including unsubscribing from our emails;
- **complain** to the Information Regulator.

To exercise any of these, email [jc@theburgeongroup.co.za](mailto:jc@theburgeongroup.co.za). We will respond within a reasonable period. You will not be charged for a straightforward request.

INFORMATION REGULATOR (SOUTH AFRICA)

Email: [complaints.IR@justice.gov.za](mailto:complaints.IR@justice.gov.za) · Website: <https://inforegulator.org.za>

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## Children

This website is aimed at business owners and leaders. We do not knowingly collect personal information from anyone under 18.

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## Changes to this policy

We may update this policy from time to time. The current version will always be on this page, with the date it was last updated at the top.

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## Questions

Email JC at [jc@theburgeongroup.co.za](mailto:jc@theburgeongroup.co.za). A person will answer.



THE BURGEON GROUP · CAPE TOWN, SOUTH AFRICA

END OF POLICY