

POPIA Privacy Policy

Intelligent Automation Hub (Pty) Ltd

Reg. No. 2022/744946/07

Trading as: Intelligent Automation Hub (iAhub)

Physical Address: 26 Melville Road, Illovo, Sandton, 2196, South Africa

Domains: iahub.ai, iahub.co, intelligentautomationhub.co.za,

intelligentautomationhub.com

Information Officer: Charles Lalieu

Designation: Founder & Joint CEO

Email: charles@aihub.ai

Telephone: +27 83 643 3377

Last updated: November 2025

1. Introduction

Intelligent Automation Hub (Pty) Ltd (“iAhub”, “we”, “our”, “us”) is committed to protecting your privacy and ensuring that your personal information is collected, used, and processed lawfully and transparently in accordance with the Protection of Personal Information Act, 4 of 2013 (POPIA).

This Privacy Policy explains how we collect, use, store, share, and protect the personal information of individuals who engage with our websites, products, solutions, services, and digital platforms.

By using our websites or services, you consent to the practices described in this policy.

2. Scope of this Policy

This Privacy Policy applies to:

- **Visitors to our websites**
- **Customers and prospective customers**
- **Suppliers, partners, and service providers**
- **Job applicants**
- **Any individual whose personal information is processed by iAhub**

This Policy applies to all digital, cloud, on-premise, and integrated solutions we provide, including AI-powered platforms, agentic automation, customer experience (CX) and employee experience (EX) systems, and operational managed services.

3. Personal Information We Collect

We may collect and process the following categories of personal information:

3.1 Information You Provide

- **Full name**
- **Email address**
- **Telephone number**
- **Business or physical address**
- **Company details and job title**
- **Billing and invoicing information**
- **Query or support request details**
- **Application forms or CVs (for recruitment)**

3.2 Information Collected Automatically

Through cookies or analytics tools:

- **IP address**
- **Device type**
- **Browser type**
- **Usage data and browsing behaviour**
- **Interaction with our website**
- **Pages visited and session data**

(See our Cookie Policy for full details.)

3.3 Information from Third Parties

- **Business partners and resellers**
- **Public databases**
- **Social media and digital channels**
- **Freshworks, Zoho, Exotel, and other platforms integrated via our solutions**

4. Purpose for Processing Personal Information

We process personal information for the following lawful purposes:

- **To provide, support, and improve our products and services**
- **To respond to enquiries and provide customer support**
- **To prepare proposals, quotes, and service agreements**
- **To manage onboarding, projects, and service delivery**
- **To perform billing and account management**

- To personalise digital experiences and optimise our website
- To send service updates, operational notices, and product information
- To comply with legal and regulatory obligations
- For recruitment, HR, and operational administration
- For analytics, reporting, and performance optimisation

We only process personal information when necessary and for legitimate business purposes aligned with POPIA's requirements.

5. Legal Bases for Processing

We process personal information on the following legal grounds:

- Consent (where required)
- Performance of a contract
- Compliance with legal obligations
- Legitimate interests of iAhub or third parties
- Public interest where applicable

You may withdraw consent at any time by contacting our Information Officer.

6. How We Share Personal Information

We may share personal information with:

- Technology partners (e.g., Freshworks, Zoho, Exotel, ElevenLabs, n8n)
- Cloud hosting and infrastructure providers
- Payment processors and accounting systems
- Resellers, subcontractors, and authorised distributors
- Legal, regulatory, and compliance authorities
- Professional advisers such as auditors or legal counsel

We never sell personal information.

All third-party processors are bound by confidentiality and POPIA-aligned data protection agreements.

7. Cross-Border Transfers

Some data may be transferred to systems or service providers located outside South Africa.

Where cross-border transfers occur, we ensure:

- Adequate protection as required by POPIA, or
- Binding agreements ensuring similar levels of data protection, or
- User consent (where applicable)

8. Data Retention

We retain personal information only for as long as necessary to fulfil the purposes outlined in this policy or as required by law:

- **Customer and account records: minimum 5 years (as per financial laws)**
- **Support queries: as long as required for service delivery**
- **Marketing data: until opt-out**
- **Recruitment data: up to 24 months unless consent is given to keep longer**

When records are no longer needed, they are securely deleted or anonymised.

9. Security of Personal Information

We implement appropriate technical, organisational, and administrative safeguards, including:

- **Encryption of data in transit and at rest**
- **Access controls and password policies**
- **Secure cloud infrastructure**
- **Data minimisation and role-based access**
- **Regular audits, monitoring, and penetration testing**
- **Secure file storage and transmission**
- **Staff training and POPIA awareness**

However, no system is entirely secure, and users are encouraged to follow cybersecurity best practices.

10. Your POPIA Rights

Under POPIA, you have the right to:

- **Request access to your personal information**
- **Request correction or deletion of your information**
- **Object to processing**
- **Withdraw consent**

- Request data portability (where applicable)
- Lodge a complaint with the Information Regulator of South Africa

Information Regulator Contact Details:

Website: justice.gov.za/inforeg/

Email: inforeg@justice.gov.za

Tel: +27 10 023 5200

11. How to Exercise Your Rights

Submit a written request to our Information Officer via:

Email: charles@aihub.ai

Phone: +27 83 643 3377

Address: 26 Melville Road, Illovo, Sandton, 2196

We will respond in accordance with POPIA timelines.

12. Children's Personal Information

Our services are intended for adults and businesses.

We do not knowingly collect personal information from children under 18 without parental consent.

13. Links to Third-Party Sites

Our website may contain links to external sites not operated by us.

We are not responsible for their privacy practices or content.

14. Updates to this Policy

We may update or revise this Privacy Policy periodically.

The updated version will always be available on our websites and will include a "Last Updated" date.

Continued use of our services indicates acceptance of the updated policy.

15. Contact Us

For questions about this Privacy Policy or our data protection practices:

Information Officer:

Name: Charles Lalieu

Email: charles@aihub.ai

Phone: +27 83 643 3377