

Privacy Policy - VRDStudio Webinar

Effective Date: 30 May 2026

1. Introduction

VRDStudio ("the Company," "we," "us," or "our") is committed to protecting the privacy and personal information of our clients and prospective clients. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you register for and view our on-demand Executive Briefing (the "Webinar") hosted at vrdstudio.org and associated landing pages.

By providing your information and accessing the Webinar, you consent to the data practices described in this policy.

2. Information We Collect

In order to provide access to the Webinar, we collect the following Personal Information submitted via the vrdstudio.org webinar landing page registration form:

- **Full Name**
- **Work Email**
- **Company Name**
- **Job Title** (specifically targeting Founders, CEOs, and Sales Directors)
- **Current ERP/CRM System**
- **Contact Number**

This information is captured via **Gravity Forms** and stored and processed primarily in **GoHighLevel (GHL)** as our CRM. We may also store and process certain lead data in **Apollo.io** for sequence management.

3. Purpose of Data Processing

We process your personal information for the following business purposes:

- **Access Provision:** To provide you access to the on-demand Executive Briefing.
- **Qualification:** To assess whether you are a suitable fit for our "Pre-Qualified Discovery Pipeline" (including understanding your role and current ERP/CRM context).
- **Follow-Up Communication & Scheduling:** To contact you after the Webinar regarding your interest in VRDStudio's Automated B2B Acquisition Systems (including relevant follow-up information and the option to schedule a Discovery call).

4. Legal Basis for Processing

This Privacy Policy is intended to align with the Protection of Personal Information Act, 2013 (POPIA) in South Africa and other applicable data protection laws. We process your data based on:

- **Consent:** Your voluntary submission of the registration form.

- **Legitimate Interest:** To provide and improve our professional services and to communicate with business contacts regarding our B2B acquisition systems.

5. Data Sharing and Third-Party Disclosure

VRDStudio does not sell or rent your personal information. We may share your data with trusted third-party service providers to facilitate our operations, including:

- **Customer Relationship Management (CRM) and Marketing Automation:** Platforms used to manage registrations, lead flow, scheduling, and follow-up communication (for example, GoHighLevel and/or HubSpot).
- **Automation Tools:** Software used to trigger the Executive Briefing and follow-up sequences.
- **Analytics Providers:** Tools used to measure performance and improve the effectiveness of our acquisition funnels.

All third-party providers are required to maintain the confidentiality of your information and are prohibited from using your Personal Information except to provide these services to VRDStudio. Your personal information will never be sold to third parties.

6. Disclaimer Regarding Software Vendors

VRDStudio is an independent digital marketing agency. We are not an official representative, affiliate, or partner of SAP, Sage, Acumatica, Syspro, or any other software vendor mentioned in our briefings. Our services are provided specifically for the independent implementation partners of these software ecosystems.

7. Data Security

We implement industry-standard security measures to protect your personal information from unauthorized access, loss, or alteration. This includes encrypted data transmission and secure storage within our CRM environment.

8. Data Retention

We retain your personal information only for as long as is necessary to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements.

9. Your Rights

Under South African law (POPIA), you have the right to:

- Access the personal information we hold about you.
- Request the correction or deletion of your personal information.
- Object to the processing of your data for direct marketing purposes.
- Withdraw your consent at any time.

10. Contact Us

For any questions regarding this Privacy Policy or to exercise your data rights, please contact:

VRDStudio Website: <https://www.vrdstudio.com/> Email: info@vrdstudio.com