Privacy Policy

The Marketing Desk (TMD)

Effective date: 9 November 2026

1. Introduction

The Marketing Desk respects your privacy and is committed to protecting your personal information in accordance with the Protection of Personal Information Act 4 of 2013 (POPIA) and applicable South African privacy legislation.

This Privacy Policy explains how we collect, use, store and protect personal information when you visit our website, contact us, complete an enquiry form or engage with our services.

2. Who We Are

The Marketing Desk (TMD)
19D Main Road, Onrus, Hermanus, 7200
South Africa

Email: hq@themarketingdesk.co.za
Telephone: 079 500 8334
Website: https://www.themarketingdesk.co.za/

For the purposes of POPIA, The Marketing Desk is responsible for the processing of personal information collected through its business activities.

3. Personal Information We Collect

Depending on how you interact with us, we may collect:

- Full names and surnames.
- Email addresses.
- Telephone and WhatsApp numbers.
- Business names and contact details.
- Website and social media links.
- Information about your business and marketing requirements.

- Information you voluntarily provide through enquiry forms, emails, telephone calls or other communication channels.
- Website usage information collected through applicable cookies and analytics tools.

We only request information that is reasonably necessary for our business purposes.

4. How We Use Your Information

We may use your personal information to:

- Respond to enquiries and requests for information.
- Prepare quotations and proposals.
- Provide information about our marketing and digital services.
- Conduct online presence assessments where requested.
- Communicate with prospective and existing clients.
- Provide and manage our services.
- Improve our website, advertising and customer experience.
- Meet our legal and contractual obligations.

We will not use your personal information for unrelated purposes without an appropriate lawful basis.

5. Marketing Communications

We may contact you in response to an enquiry or request for information.

Where required by POPIA, we will obtain your consent before sending electronic direct marketing communications to prospective customers who have not previously given consent or where another lawful basis does not apply.

You may opt out of marketing communications at any time by contacting us or following the unsubscribe instructions provided.

6. Sharing of Personal Information

We do not sell, rent or trade your personal information.

We may share relevant information with trusted third-party service providers where necessary to operate our business and provide our services. These may include:

- Website hosting and technical service providers.
- Email and communication platforms.

- Customer relationship management (CRM) systems.
- Advertising and marketing platforms, including Meta.
- Analytics and website service providers.

Where third parties process personal information on our behalf, we take reasonable steps to ensure that appropriate confidentiality and security safeguards are in place.

7. Storage and Protection of Information

We take reasonable technical and organisational measures to protect personal information against loss, misuse, unauthorised access, disclosure, alteration or destruction.

Access to personal information is limited to individuals who require it for legitimate business purposes.

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, unless a longer retention period is required or permitted by law.

8. Cookies and Website Analytics

Our website may use cookies and similar technologies to improve website functionality, understand visitor behaviour and evaluate website performance.

You can manage or disable cookies through your browser settings. Please note that disabling certain cookies may affect website functionality.

Where applicable, third-party analytics and advertising technologies may also collect information about website interactions in accordance with their own privacy policies.

9. Your Rights Under POPIA

You have the right to:

- Request access to personal information we hold about you.
- Request correction or updating of inaccurate information.
- Request deletion of personal information where legally permissible.
- Object to the processing of your personal information in applicable circumstances.
- Withdraw consent where processing is based on consent.
- Object to direct marketing communications.
- Lodge a complaint with the Information Regulator of South Africa.

To exercise these rights, please contact us using the details provided below.

10. Third-Party Websites

Our website or communications may contain links to external websites and third-party platforms.

We are not responsible for the privacy practices, content or security of websites operated by third parties. We encourage you to review their individual privacy policies.

11. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our business practices, services or applicable legislation.

The latest version will be published on our website.

12. Contact Us

For questions about this Privacy Policy, requests relating to your personal information or privacy concerns, please contact:

The Marketing Desk

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Telephone: 079 500 8334
Address: 19D Main Road, Onrus, Hermanus, 7200
Website: https://www.themarketingdesk.co.za/

Information Regulator of South Africa

Website: https://inforegulator.org.za/

Email: POPIAComplaints@inforegulator.org.za