



PRIVACY POLICY

The Creative Academy respects the right to privacy as guaranteed under the Constitution and is committed to adhere to the protection of persons' personal information [which includes the right to protection against the unlawful collection, retention, dissemination and use of personal information] and to comply with the conditions as required in terms of the Protection of Personal Information Act [POPIA] No 4, 2013.

This policy explains our practices regarding the collection and use of your personal information, as set out in detail in our POPIA Manual.

Personal information, as described in the Act, includes but is not limited to—

- (a) information relating to the race, gender, sex, pregnancy, marital status, national, ethnic or social origin, colour, sexual orientation, age, physical or mental health, well-being, disability, religion, conscience, belief, culture, language and birth of the person;
- (b) information relating to the education or the medical, financial, criminal or employment history of the person;
- (c) any identifying number, symbol, e-mail address, physical address, telephone number, location information, online identifier or other particular assignment to the person;
- (d) the biometric information of the person;
- (e) the personal opinions, views or preferences of the person;
- (f) correspondence sent by the person that is implicitly or explicitly of a private or confidential nature or further correspondence that would reveal the contents of the original correspondence;
- (g) the views or opinions of another individual about the person; and
- (h) the name of the person if it appears with other personal information relating to the person or if the disclosure of the name itself would reveal information

WHY WE COLLECT YOUR INFORMATION

In order to execute its operations as a provider of higher education, the Creative Academy collects, processes and stores personal information on applicants, students, sponsors, staff and prospective students only for specific purposes, in accordance with the Act.

- To communicate with you.
- Inform you about our educational offerings and other relevant marketing materials.
- Maintain our customer and potential customer databases.

- To provide our educational services to you.
- To enable your access to the Creative Academy's portals.
- To comply with our statutory obligations, in terms of the Higher Education Act, 1997.
- To obtain all the information required to enable us to select and accept you for studies at the Creative Academy.
- To obtain all the information required to enable us to enrol you for studies at the Creative Academy.
- To enable payment for the delivery of our services to you.
- To effectively operate our website and improve its functionality.
- Any lawful purpose deemed necessary for providing our services.

INFORMATION ON MINORS

If you are a minor [under the age of 18], you must have permission from your parent/ guardian before you may use our website and give us your personal information. You will be requested to provide your parent/guardian's contact details, in order to confirm their permission that we may contact you regarding your query.

HOW WE COLLECT INFORMATION

We collect information about you when you visit our website and submit online query forms, or send us an email, requesting information about our academic offerings, application and registration forms. By using our website, and submitting these forms, you give us permission to contact you and consent to your personal data being collected and used.

The personal information we collect will be used for the specific purpose of either obtaining information regarding our educational offerings, applying to study or enrolling for studies at the Creative Academy.

When you provide us with personal information, you are given a choice at the time to consent to being contacted and to receive emails from us, by checking the relevant box. You have the right to unsubscribe at any time, thereby disabling any further email communication from being sent to you.

We use cookies to learn how you use our website and to improve your experience when visiting our website. The information in cookies cannot be used to identify you. You can set your browser's settings to accept all, or certain cookies, or to prompt you each time a cookie is offered.

HOW WE STORE YOUR INFORMATION

We store your information on a secure internal Google Drive, which is shared with relevant departments in the Creative Academy responsible for processing the information for the specific

purpose it has been provided for. Your personal information will only be kept for as long as required and to meet our statutory obligations.

The Creative Academy is committed to keeping your personal information secure. Access to your information is limited to the persons directly involved in processing it and providing services to you. Measures are in place for the deletion of personal information records no longer required. Should there be a breach in security, you will be notified via email as soon as reasonably possible.

Your personal information will only be kept for as long as required, in accordance with our retention policy.

YOUR RIGHTS

You have the right to:

- have access to the personal information we hold on you.
- request the Creative Academy to update incomplete or incorrect information.
- request the Creative Academy to delete your personal information that the institution is no longer authorised to retain.
- Withdraw your consent at any time to use your information by unsubscribing or emailing your request to us.
- All requests for access to information must be made in writing and emailed to the Information Officer. On providing a motivation and proof of identity, the information requested will be provided via email.

SAFEGUARDING YOUR PERSONAL INFORMATION

The Creative Academy will do its utmost to keep your personal information secure from being accessed by any unauthorised person. Should a breach of confidentiality occur, you will be informed in writing that your personal information has been compromised as soon as reasonably possible. We will provide sufficient information to allow you to take protective measures against the potential consequences of the compromise.

PRIVACY POLICIES OF PLATFORMS WE USE

Cognito Forms	https://www.cognitoforms.com/legal/privacy
Google	https://policies.google.com/privacy?hl=en-US
UMS	https://open-school.org/privacy
Xero Accounting	https://www.xero.com/za/about/legal/privacy/

Active Campaign	https://www.activecampaign.com/legal/privacy-policy
WordPress	https://wpforms.com/privacy-policy/
OptimizePress	https://www.optimizepress.com/legal-privacy/
Thrive Quizz Builder	https://thrivethemes.com/privacy-policy/
Pipeline CRM	https://www.pipelinecrm.com/privacy-policy
Facebook	https://www.facebook.com/about/privacy/previous
Instagram	https://help.instagram.com/519522125107875

QUERIES

If you have any queries about this policy or need further information on our protection of private information practices, or wish to withdraw your consent to process your personal information, please contact the Information Officer at f.gebert@ctca.co.za or the Deputies at ryssel@ctca.co.za or b.tapson@ctca.co.za.

CHANGES TO THIS POLICY

We may amend this policy at any time by posting the revised terms on the website. Please review the policy regularly for any changes. If you have any queries, please email info@ctca.co.za.

DATE: JUNE 2021