



A.I.M ENTERPRISE GROUP (PTY) LTD

Privacy Policy

REVISED DRAFT

Innovate • Integrate • Elevate

EFFECTIVE 18 AUGUST 2026 | LAST UPDATED 18 AUGUST 2026

Prepared for internal review and pre-launch customer onboarding.

Recommended for formal legal review once budget allows.



A.I.M Enterprise Group (Pty) Ltd ("A.I.M Enterprise Group", "A.I.M", "we", "us" or "our") respects your privacy and is committed to protecting the personal information entrusted to us.

This Privacy Policy explains how we collect, use, store, disclose and protect personal information when you visit our website, communicate with us, submit an enquiry, request our services, or interact with any of our businesses, products or digital platforms — including A.I.M ONE.

By using our website or providing personal information to us, you acknowledge that you have read and understood this Privacy Policy.

1. Who We Are

A.I.M Enterprise Group (Pty) Ltd is a South African business group involved in the development and operation of businesses, products, technology and digital solutions. Our ecosystem may include:

BUSINESSES - A.I.M Web - A.I.M Fabrication - A.I.M Beauty	PRODUCTS & TECHNOLOGY - A.I.M ONE - A.I.M Studio - A.I.M Web Builder
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A.I.M ONE, A.I.M Studio and the A.I.M Web Builder are products, platforms or technology initiatives of A.I.M Enterprise Group and are not separate legal companies.

This Privacy Policy applies to information collected through the A.I.M Enterprise Group website and, where applicable, interactions relating to the businesses and products operated by the group.

2. Our Technology Platform

INFRASTRUCTURE

Personal information we collect is stored and processed using **Supabase**, which provides our database, authentication and backend infrastructure. The applications you interact with (our website, CRM and, where applicable, A.I.M ONE) are hosted on **Netlify**. We rely on these providers' own security and infrastructure safeguards in addition to our own controls, described in Section 13 and in our Data Handling & Information Security Policy.

3. Personal Information We Collect

Information You Provide

- Full name
- Business or company name
- Email address
- Telephone or WhatsApp number
- Business address
- Website address
- Information about your business
- Information about the service or product you are interested in
- Enquiry or project details
- Information submitted through contact or lead forms
- Information provided when requesting a quotation
- Other information you voluntarily provide to us

Please do not submit passwords, payment card information, identity documents or other highly sensitive information through general website enquiry forms unless specifically requested through an appropriate secure process.

Automatically Collected Information

When you visit our website, certain technical information may be collected automatically, including:

- IP address
- Browser type
- Device type
- Operating system
- Pages visited
- Date and time of visits
- Referring website
- General website usage information

This information may be collected through server logs, cookies, analytics services and similar technologies.

4. How We Collect Information

We may collect personal information when you:

- Visit our website
- Complete an enquiry form
- Request a quotation
- Contact us by email
- Contact us through WhatsApp
- Request information about one of our businesses or products
- Subscribe to communications where available
- Interact with our website or digital platforms (including A.I.M ONE)
- Enter into a business relationship with us
- Communicate with our representatives

We may also receive information from service providers that assist us with website hosting (Netlify), database/backend infrastructure (Supabase), analytics, communications and other business operations.

5. Why We Use Your Information

We may process your personal information for legitimate business purposes, including to:

- Respond to enquiries
- Contact you regarding your request
- Provide quotations
- Provide requested services
- Manage customer and prospective-customer relationships
- Manage leads and sales opportunities
- Provide customer support
- Improve our products and services
- Improve our website
- Maintain internal business records
- Manage business operations
- Communicate important service information
- Send marketing communications where legally permitted
- Detect, prevent and address security issues or misuse
- Comply with legal and regulatory obligations

Where required by applicable law, we will obtain the appropriate consent before processing personal information for a particular purpose.

6. Website Leads and Our CRM

When you submit an enquiry through an A.I.M Enterprise Group website form, the information you provide is stored in Supabase and may be transferred to our internal customer relationship management system ("CRM"), hosted on Netlify.

The CRM may be used to:

- Create and manage leads
- Record enquiries
- Assign enquiries to the relevant A.I.M business or team member
- Track communication
- Manage quotations and sales opportunities
- Maintain customer records
- Coordinate follow-ups

For example, if you select A.I.M Web when submitting an enquiry, your information may be routed to the relevant A.I.M Web sales or customer-management workflow.

We use appropriate technical and organisational measures designed to protect information transferred between our website and internal systems.

7. WhatsApp and External Services

Our website may contain links or buttons that allow you to contact A.I.M businesses through WhatsApp or other third-party services. When you choose to use these services, your interaction may be governed by the privacy policies and terms of the relevant third-party provider.

A.I.M Enterprise Group does not control how third-party platforms process information once you leave our website and interact directly with those platforms. You should review the applicable third-party privacy policies before providing personal information through those services.

8. Cookies and Similar Technologies

Our website may use cookies and similar technologies to improve functionality, security and user experience, including for website functionality, remembering preferences, understanding website traffic, analytics, improving website performance and security.

Where required by applicable law, we will request consent before placing non-essential cookies on your device. You may be able to control or disable cookies through your browser settings. Disabling certain cookies may affect website functionality.

9. Analytics and Website Services

We may use third-party services, including Supabase and Netlify, to host, operate, secure, analyse or improve our website, CRM and A.I.M ONE. These services may process technical information such as IP addresses, device information, browser information and website usage data.

Third-party providers may process information in accordance with their own privacy policies and contractual obligations. Where third-party services process personal information on our behalf, we will take reasonable steps to ensure that appropriate safeguards are in place.

10. Sharing Personal Information

We do not sell your personal information.

We may share personal information where reasonably necessary with:

- Relevant A.I.M businesses or internal teams
- Employees or authorised representatives
- Our infrastructure providers — Supabase (database/backend) and Netlify (hosting)
- CRM and business software providers
- Analytics providers
- Professional advisers
- Service providers assisting us with business operations
- Government authorities or regulatory bodies where legally required

We only intend to share information to the extent reasonably necessary for the relevant business or legal purpose.

11. International Transfers

Some technology and service providers used by A.I.M Enterprise Group, including Supabase and Netlify, may process information outside South Africa. Where personal information is transferred outside South Africa, we will take reasonable steps to ensure that the transfer is handled in accordance with applicable data-protection requirements and that appropriate safeguards are in place.

12. Retention of Personal Information

We retain personal information for as long as reasonably necessary for the purposes for which it was collected, including providing services, managing customer relationships, managing business records, resolving disputes, maintaining financial and legal records, complying with applicable laws and protecting our legitimate business interests.

We do not apply a single automatic deletion period to all personal information. Retention periods vary depending on the type of information, the nature of the relationship, and the reason for processing:

- **Active relationship** — information is retained while the relevant account, enquiry or service relationship is ongoing.
- **Inactive relationship** — information may continue to be retained where there is a legitimate business, contractual, accounting, legal or security reason.
- **Ended relationship** — when information is no longer reasonably required, we will securely delete, destroy or anonymise it, subject to any legal or operational reason to retain it for longer.

13. Information Security

A.I.M Enterprise Group takes reasonable technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration, disclosure and destruction, including the access controls, authentication and infrastructure safeguards described in our Data Handling & Information Security Policy.

However, no method of transmitting or storing information electronically can be guaranteed to be completely secure. You should therefore exercise appropriate caution when submitting information online.

14. Your Rights

Subject to applicable law, you may have rights relating to your personal information, including the right to:

- Request access to personal information we hold about you
- Request correction of inaccurate or incomplete information
- Request deletion where legally appropriate
- Object to certain forms of processing
- Withdraw consent where processing is based on consent
- Request information about how your personal information is being processed
- Lodge a complaint regarding the handling of your personal information

Certain rights may be subject to lawful limitations or exceptions.

15. Direct Marketing

Where permitted by applicable law, we may send information about A.I.M products, services, promotions or business developments. Where consent is required, we will request it before sending direct marketing communications.

You may unsubscribe from marketing communications at any time by using the available unsubscribe mechanism or contacting us directly. You may continue to receive necessary transactional or service-related communications where appropriate.

16. Children's Privacy

Our website is not specifically directed at children. We do not knowingly collect personal information from children without appropriate consent where such consent is required by applicable law. If you believe that a child has provided personal information to us without appropriate consent, please contact us so that we can assess and address the situation.

17. Third-Party Websites

Our website may contain links to external websites, platforms and services. We are not responsible for the privacy practices, content or security of third-party websites. You should review the privacy policy of any third-party website before providing personal information.

18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our business, technology, services, legal requirements, or how we process personal information. The updated version will be published on this page with a revised "Last Updated" date.

19. Contact Us

If you have questions about this Privacy Policy, wish to exercise your privacy rights, or have concerns about how your personal information is handled, please contact A.I.M Enterprise Group.

Company	A.I.M Enterprise Group (Pty) Ltd
Email	info@aimenterprisegroup.co.za
Website	A.I.M Enterprise Group website
Address	A.I.M Enterprise Group operates as a digital-first business. Services are delivered remotely or on-site (where applicable, e.g. A.I.M Fabrication) — we do not maintain public-facing premises.

For privacy-related requests, please include sufficient information for us to identify you and understand your request.

20. Information Regulator

If you are dissatisfied with how we handle your personal information, you may have the right to lodge a complaint with the South African Information Regulator. Information regarding the Information Regulator and applicable complaint procedures can be obtained from the official Information Regulator of South Africa.

IMPORTANT NOTICE

This Privacy Policy reflects A.I.M Enterprise Group's actual data practices as at the effective date above, including its use of Supabase for data storage/authentication and Netlify for application hosting. It is suitable for onboarding early customers but should be reviewed by a qualified South African legal professional (particularly for POPIA compliance, cookie consent mechanics and international transfer safeguards) as the business and A.I.M ONE customer base grow.