1. Introduction

At UpLead, we value your privacy and are committed to protecting your personal information in accordance with the **Protection of Personal Information Act (POPIA)** of South Africa.

2. What Information We Collect

We may collect and process the following personal data:

- Full names of students and guardians
- Contact details (email, phone number, address)
- Academic-related learning material, learning goals, and progress reports
- Payment and billing information
- Session attendance and feedback
- Website usage data (via cookies and analytics)

3. Purpose of Data Collection

We collect personal information to:

- Deliver personalized tutoring services
- Communicate with clients and students
- Monitor scholarly progress
- Process payments and issue invoices
- Improve our services and digital platforms
- Comply with legal and regulatory obligations

4. Legal Basis for Processing

We process data based on:

- **Consent** (e.g., registration forms)
- **Contractual necessity** (e.g., tutoring agreements)
- **Legal obligations** (e.g., tax compliance)
- **Legitimate interests** (e.g., service improvement)

5. Data Sharing

We do not sell or rent personal data. We may share data with:

- Payment processors (e.g., PayFast, SnapScan)
- Online learning platforms (e.g., Zoom, Google Meet)
- Regulatory authorities if legally required

6. Data Retention

We retain personal data for up to **5 years** after the last tutoring session or academic engagement, unless longer retention is required by law.

7. Data Security

We implement appropriate safeguards including:

- Secure cloud storage and encrypted systems
- Password-protected access
- Staff training on data protection

8. Your Rights Under POPIA

You have the right to:

- Access your personal data
- Request corrections or deletions
- Object to certain types of processing
- Withdraw consent at any time

To exercise these rights, contact us at:
📧 **[Your Email Address]**
📞 **[Your Phone Number]**

9. Cookies and Website Tracking

Our website uses cookies to enhance user experience and collect analytics. You can manage cookie preferences via your browser settings.

10. Updates to This Policy

We may update this policy periodically. Changes will be posted on our website with the updated date.