



Thetha Connect Privacy Policy

Last Updated: July 2026

1. Introduction

At Thetha Connect, we are committed to protecting your privacy and handling personal information responsibly, transparently, and in accordance with the Protection of Personal Information Act, 2013 (“POPIA”) and other applicable South African laws.

This Privacy Policy explains how Thetha Connect collects, uses, stores, protects, and shares personal information when you visit our website, contact us, enquire about our services, or engage with us as a client.

As a provider of virtual receptionist, call answering, and administrative support services, we understand the importance of confidentiality and data security. We maintain appropriate technical and organisational measures to protect personal information entrusted to us.

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

2. Scope and Application

This Privacy Policy applies to:

- visitors to <https://www.thethaconnect.co.za>;
 - prospective and existing clients and their representatives;
 - callers whose personal information may be processed when Thetha Connect answers calls on behalf of clients; and
 - any person who interacts with Thetha Connect via website, email, telephone, social media platforms, or other communication channels.
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3. Who We Are

Thetha Connect is a South African company specialising in professional virtual receptionist, call answering, and administrative support services for small and medium businesses across various industries.

Website: <https://www.thethaconnect.co.za>

4. Contact Details

Item	Details
Business name	Thetha Connect
Address	4 Jimmy Smith Street, Sandbaai, Hermanus, Western Cape, South Africa
Telephone	087 135 0138
Email	info@thethaconnect.co.za

5. POPIA Responsible Party

Thetha Connect is the Responsible Party for personal information collected through this website and for information relating to our business operations, marketing activities, and client relationships.

Where Thetha Connect processes caller information while providing virtual receptionist and call answering services on behalf of our clients, we do so on behalf of the relevant client. In these circumstances, the client remains the Responsible Party under POPIA, and Thetha Connect processes personal information only in accordance with the client's instructions, applicable legislation, and our contractual obligations.

6. Information Officer

Information Officer: Thetha Connect Manager

Email: info@thethaconnect.co.za

Telephone: 087 135 0138

7. Information We Collect

The information we collect depends on how you interact with us, our website, and our services. We collect only the information reasonably necessary to provide our services, respond to enquiries, improve our website, and meet our legal and contractual obligations.

We may collect the following categories of information:

7.1 Personal information

When you contact us, request information, or enquire about our services, we may collect:

- Full name
- Company or business name
- Email address
- Telephone number
- Physical address (where applicable)
- Any information you choose to provide in enquiry forms, emails, or other communications

7.2 Technical information

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

- IP address
- Browser type and version
- Device type
- Operating system
- Date and time of your visit
- Pages viewed and referring website
- Website usage data
- Cookie and tracking information

7.3 Client and service information

If you become a client of Thetha Connect, we may collect information necessary to provide our services, including:

- Business information
- Billing and payment information
- Service preferences and call-handling instructions
- Communication records
- Appointment and administrative information relevant to the services we provide

7.4 Caller information

When answering calls on behalf of our clients, Thetha Connect may process personal information relating to callers, including:

- Caller name and telephone number
- A summary of the reason for the call, prepared by our agent
- Call recordings, retained for a maximum of 30 days
- Any other information volunteered by the caller and relevant to the message

Such caller information is processed only on behalf of our clients, in accordance with their instructions, applicable legislation, and appropriate confidentiality and security measures.

8. How We Use Your Information

Thetha Connect processes personal information only where it is lawful to do so and only for purposes relevant to the services we provide. We may use personal information to:

- Respond to enquiries and provide information about our services
- Prepare quotations and service proposals
- Communicate with prospective and existing clients
- Deliver virtual receptionist, call answering, and administrative support services
- Answer, log, and transfer calls, and prepare call summaries on behalf of clients
- Create and manage client accounts and service agreements
- Process invoices and payments
- Improve our website, services, and customer experience
- Monitor website performance and usage through analytics tools
- Send important service updates and administrative communications
- Send marketing communications where you have consented to receive them or where permitted by law (you may opt out at any time)
- Protect our business, clients, users, and systems against fraud, unauthorised access, or other unlawful activities
- Comply with legal, regulatory, and contractual obligations

We will not sell, rent, or trade personal information to third parties for their own marketing purposes.

Where personal information is processed on behalf of our clients, Thetha Connect acts solely as a service provider and processes such information only in accordance with the client's instructions and applicable laws.

9. Lawful Basis for Processing Personal Information

Thetha Connect processes personal information in accordance with POPIA and only where there is a lawful and legitimate reason to do so. Depending on the nature of our relationship with you, we may process personal information based on one or more of the following:

- **Consent** — where you have voluntarily provided your information or agreed to receive communications
- **Contract performance** — where processing is necessary to provide our services or fulfil obligations to clients
- **Legal or regulatory compliance** — where we are required to process or retain information by law
- **Legitimate business interests** — such as improving services, maintaining security, preventing fraud, and responding to enquiries (provided these interests do not override your rights)
- **Protection of legitimate interests** — where necessary to protect your interests or those of our clients

Where we process personal information on behalf of clients, we do so only for the purposes of delivering the agreed services and in accordance with the client's instructions.

10. Sharing and Disclosure of Personal Information

Thetha Connect respects your privacy and will never sell, rent, or trade your personal information to third parties for their own marketing purposes.

We may share personal information only where it is necessary to provide our services, operate our business, comply with legal obligations, or protect our legitimate interests. Personal information may be shared with:

- Trusted third-party service providers (including website hosting, cloud storage, email and SMS services, telephony and call-recording platforms, payment processing, IT support, CRM systems, and business software providers)
- Professional advisers (including accountants, auditors, legal advisers, insurers, and other consultants) where necessary
- Government authorities, regulatory bodies, law enforcement agencies, or courts where disclosure is required or permitted by law
- Our clients, where necessary to perform the virtual receptionist and call answering services requested

Thetha Connect treats all client and caller information as strictly confidential. We do not disclose such information to any third party except where authorised by the client, required by law, or necessary to deliver the contracted services.

We use reputable cloud-based platforms and business software to securely deliver our services. These providers may store or process personal information on servers located in South Africa or other countries. Where personal information is transferred internationally, we take reasonable steps to ensure appropriate contractual, technical, and organisational safeguards are in place to protect information in accordance with applicable privacy laws.

Where third-party service providers process personal information on our behalf, they are required to maintain appropriate security measures and process personal information only for the purposes for which it was provided.

11. Data Security

We implement appropriate technical, organisational, and administrative safeguards to help prevent unauthorised access, disclosure, alteration, loss, or destruction of personal information, including (where appropriate):

- Secure website encryption (SSL/TLS)
- Password-protected systems and user accounts
- Role-based access controls
- Secure cloud storage and reputable service providers
- Firewalls, antivirus software, and system monitoring (where applicable)
- Regular software updates and security maintenance
- Confidentiality obligations for employees and authorised contractors

- Staff training on privacy, confidentiality, and secure handling of information
- Secure disposal or destruction of information when no longer required

While we take reasonable steps to protect personal information, no method of electronic transmission or storage is completely secure. Accordingly, we cannot guarantee absolute security.

If we become aware of a data breach that is likely to compromise personal information, we will investigate promptly, take appropriate steps to contain and remedy the breach, and notify affected individuals and relevant authorities where required by applicable law.

12. Data Retention

We retain personal information only for as long as is reasonably necessary to fulfil the purposes for which it was collected, including service delivery, compliance with legal, regulatory, accounting, and contractual obligations, and dispute resolution where required.

Call recordings are retained for a maximum of 30 days and then permanently deleted, unless a longer period is separately agreed with a client or required by law.

When personal information is no longer required, we will securely delete, destroy, anonymise, or de-identify it in accordance with applicable laws and our internal procedures.

13. Cookies and Tracking Technologies

Thetha Connect uses cookies and similar technologies to improve your browsing experience, understand how visitors use our website, enhance website performance, and support our marketing activities.

We may use the following types of cookies:

- **Essential cookies** — required for the operation and security of the website
- **Analytics cookies** — help us understand website usage and improve performance and user experience
- **Functional cookies** — remember preferences (such as language settings) to provide a more personalised experience
- **Marketing and advertising cookies** — measure advertising effectiveness and display relevant advertisements on third-party platforms

You can manage or disable cookies through your browser settings at any time. Disabling certain cookies may affect the functionality and performance of the website. Where required by law, we will request your consent before placing non-essential cookies on your device.

14. Analytics and Advertising Technologies

We use trusted analytics and advertising technologies to understand website interactions, improve services, measure marketing effectiveness, and deliver relevant advertising. These technologies may collect information such as IP address, browser type, device information, pages visited, time spent on the website, and interactions with content. Where possible, this information is aggregated or pseudonymised and is not used to personally identify visitors.

Technologies we may use include Google Analytics, Google Tag Manager, Meta Pixel, and other tools adopted from time to time. You can manage advertising preferences through your browser settings or through the privacy settings offered by the relevant platforms (including Google and Meta). Where required by law, we obtain consent before enabling non-essential analytics and advertising cookies.

15. Your Rights Under POPIA

Subject to applicable legal limitations, you may have the right to:

- Request access to the personal information we hold about you
- Request correction or updating of inaccurate, incomplete, or outdated information
- Request deletion or destruction of personal information where it is no longer required or where we are no longer legally entitled to retain it
- Object to processing in certain circumstances, as permitted by law
- Withdraw consent where processing is based on consent (withdrawal does not affect prior lawful processing)
- Request information about how your personal information is processed
- Lodge a complaint with the Information Regulator if you believe information has been processed unlawfully

We may need to verify your identity before processing a request to protect your personal information and prevent unauthorised access. Certain requests may be limited where we are required to retain information to comply with legal, regulatory, contractual, or professional obligations.

16. Third-Party Websites and External Links

Our website may contain links to third-party websites, services, or platforms. This Privacy Policy applies only to information collected and processed by Theta Connect. We are not responsible for the privacy practices, security, content, or policies of third-party websites or services. We encourage you to review relevant third-party privacy policies before providing personal information. Links do not imply endorsement, and any third-party integrations are governed by the third party's privacy policy.

17. Children's Privacy

Our website and services are intended for businesses and individuals over the age of 18. We do not knowingly collect personal information directly from children through our website or marketing activities.

Where we process personal information relating to callers under 18 as part of call answering and administrative services, we do so solely on behalf of the responsible client and in accordance with applicable laws and contractual responsibilities. If you believe a child has provided personal information directly to us through our website without appropriate consent, please contact us and we will investigate and, where appropriate, take reasonable steps to delete the information in accordance with applicable legal requirements.

18. Our Commitment to Confidentiality

Confidentiality is fundamental to the services we provide. All employees, contractors, and authorised personnel with access to personal information are required to maintain strict confidentiality, access information only where necessary to perform authorised responsibilities, comply with internal privacy/confidentiality/security policies, complete ongoing training, and report actual or suspected privacy or security incidents immediately. This commitment extends to all information processed on behalf of clients.

19. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, operations, technology, legal or regulatory requirements, or industry best practices. Updates will be published together with a revised “Last Updated” date. Where required by law, we will notify affected individuals of significant changes through appropriate communication channels. Continued use of our website or services after updates constitutes acknowledgement of the revised policy, to the extent permitted by law.

20. Contact Us

If you have any questions about this Privacy Policy, wish to exercise your rights under POPIA, or would like to enquire about how Theta Connect processes personal information, please contact us:

Theta Connect

4 Jimmy Smith Street
Sandbaai
Hermanus
Western Cape
South Africa

Telephone: 087 135 0138

Email: info@thethaconnect.co.za

Website: <https://www.thethaconnect.co.za>

We are committed to responding to privacy-related enquiries as promptly as reasonably possible and will take appropriate steps to address concerns regarding the processing of personal information.