



# Privacy Policy

## WHO WE ARE

Digital Business Consultancy (Pty) Ltd ("we", "our", or "us") is a consultancy firm established in February 2023. We provide professional advisory and consulting services to organisations, communities and individuals seeking to undertake strategic digital transformation initiatives. Digital transformation involves improving organisational, community, and individual activities, business models, operational processes, and products through the effective use of modern digital technologies.

Our areas of expertise include project management, product management, business analysis and analytics, digital marketing, business process management, software development engineering, strategic change management, and knowledge management and capacity building.

## LAST UPDATED

7 March 2026

## PRIVACY COMMITMENT

We are committed to protecting the privacy and confidentiality of our clients, users, partners, and stakeholders. This Privacy Policy explains how we collect, use, store, and protect personal information when you interact with our services or visit our website.

This policy is designed in accordance with the **Lesotho Data Protection Act, 2011** and aligns with widely recognised international data protection principles, including those reflected in the **European Union General Data Protection Regulation (GDPR)**.

## **INFORMATION WE COLLECT**

In the course of providing consultancy services and operating our website, we may collect and process the following categories of personal information:

### **Contact Information**

This may include your name, email address, telephone number, and postal address.

### **Business Information**

Details relating to your organisation, operational requirements, projects, and business objectives.

### **Technical Information**

Information collected automatically when visiting our website, including IP addresses, browser type, device information, and usage statistics.

### **Other Information**

Any additional information voluntarily provided during consultations, service engagements, communications, or website interactions.

## **HOW WE USE YOUR INFORMATION**

We may use the information collected for the following purposes:

- To provide digital transformation consultancy services and professional support.



- To communicate with you regarding our services, service updates, or relevant information.
- To improve our services, operational processes, and website functionality.
- To analyse usage patterns to enhance user experience and service delivery.
- To comply with legal obligations or regulatory requirements.
- To resolve disputes and enforce contractual or legal rights.

Where required by law, marketing communications will only be sent with your consent.

### **LEGAL BASIS FOR PROCESSING**

Where applicable, we process personal information based on one or more of the following legal grounds:

- Your consent when you voluntarily provide information.
- The necessity to perform a contract or provide requested consultancy services.
- Compliance with legal or regulatory obligations.
- Our legitimate business interests in operating and improving our services, provided these interests do not override your fundamental privacy rights.

### **SHARING YOUR INFORMATION**

We do not sell, rent, or trade personal information to third parties.

However, we may share information under the following circumstances:

#### **Service Providers**

With trusted third-party partners or service providers who assist us in delivering services, operating our website, or supporting business operations.

#### **Legal Compliance**

Where disclosure is required by law, regulation, legal process, or governmental authority.

### **Business Transfers**

In connection with a merger, acquisition, restructuring, or sale of assets involving Digital Business Consultancy.

All employees, contractors, and partners who have access to personal information are required to maintain confidentiality and adhere to applicable data protection standards.

### **DATA SECURITY**

We implement appropriate technical and organisational safeguards to protect personal information against unauthorised access, alteration, disclosure, or loss.

These measures include secure systems, access control mechanisms, and data protection practices aligned with our internal cybersecurity framework.

While we strive to protect personal information using industry-standard security practices, no digital transmission or storage system can be guaranteed to be completely secure.

### **YOUR RIGHTS**

Subject to applicable laws, individuals may have the following rights regarding their personal data:

- The right to access personal information held about them.
- The right to request correction of inaccurate or incomplete data.
- The right to request deletion of personal information where appropriate.
- The right to object to certain types of processing.
- The right to withdraw consent where processing is based on consent.

Requests related to these rights may be submitted using the contact information provided in Contact Us section of this document.

### **DATA RETENTION**

We retain personal information only for as long as necessary to fulfil the purposes described in this policy, meet legal or regulatory obligations, resolve disputes, or enforce agreements.

When personal information is no longer required, it is securely deleted or anonymised.

### **COOKIES AND WEBSITE ANALYTICS**

Our website uses cookies and similar technologies to enhance user experience and analyse website usage.

Cookies may collect technical information such as browser type, device information, and browsing behaviour. These technologies help us improve website functionality and better understand how visitors interact with our site.

By using our website, [www.digitalbusiness.co.ls](http://www.digitalbusiness.co.ls), you consent to the use of cookies.

You may manage or disable cookies through your browser settings. However, disabling cookies may affect the functionality of certain features of the website.

### **THIRD-PARTY LINKS**

Our website may contain links to external websites operated by third parties. We are not responsible for the privacy practices, policies, or content of these external sites.

Users are encouraged to review the privacy policies of any third-party websites they visit.

## INTERNATIONAL DATA TRANSFERS

In certain circumstances, personal information may be processed or stored in jurisdictions outside Lesotho where our service providers operate.

Where such transfers occur, appropriate safeguards are implemented to ensure that personal data remains protected in accordance with applicable data protection laws.

## DATA BREACH NOTIFICATION

In the unlikely event of a data breach that may compromise personal information, we will take appropriate steps to investigate the incident, mitigate potential risks, and notify affected individuals and relevant authorities where required by law.

## CHILDREN'S PRIVACY

Our services may be accessed by individuals under the age of 18 through our learning and training programmes offered on our website.

Where learners under the age of 18 participate in training or educational programmes, we take reasonable steps to ensure that such participation occurs with the **consent and supervision of a parent, guardian, or authorised institution where applicable.**

Personal information relating to minors is processed only for the purpose of providing educational services, managing course participation, and supporting learning activities.

We take appropriate measures to safeguard the privacy and security of personal information relating to minors and do not knowingly use such information for marketing purposes without appropriate consent.

Parents or legal guardians may contact us to:

- request access to personal information relating to their child
- request correction or deletion of such information
- withdraw consent for further processing where applicable



## **POLICY UPDATES**

We may update this Privacy Policy periodically to reflect changes in our practices, legal requirements, or service offerings.

Updated versions of this policy will be published on our website along with the revised “Last Updated” date.

## **CONTACT US**

If you have questions, concerns, or requests relating to this Privacy Policy or the processing of personal information, please contact us:

**Digital Business Consultancy (Pty) Ltd**

P.O. Box 8893

Maseru 100

Lesotho

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