

PRIVACY POLICY

LifeLab CC



Version 2.2 | Last updated: 2026/10/20

Applies to: www.lifelab.biz | Jurisdiction: South Africa (POPIA & GDPR)

READ THIS POLICY CAREFULLY BEFORE BROWSING THIS WEBSITE OR USING ANY OF OUR SERVICES.

Your continued use of this website and our services indicates that you have read and agree to the terms of this Privacy Policy.

Responsible Party (Information Officer)

In terms of the Protection of Personal Information Act 4 of 2013 (POPIA), the responsible party for the processing of your personal information is:

Entity	LifeLab CC (Registration No. 2004/114076/23)
Information Officer	Roger Maitland
Deputy Information Officer	Brett Anderson-Terry
Email	info@lifelab.biz
Phone	+27 87 350 4874
Address	PO Box 12455, Mill Street, 8010, Cape Town, South Africa
Website	www.lifelab.biz

Clause 1. Privacy Policy

1.1 For the purposes of this policy, Personal Information will be understood in accordance with the definition provided in POPIA and in accordance with the definition of Personal Data in Article 4(1) of the GDPR (EU) 2016/679. We endeavour to ensure the quality, accuracy and confidentiality of Personal Information in our possession.

1.2 In adopting this Privacy Policy, we wish to balance our legitimate business interests and your reasonable expectation of privacy. We will take all reasonable steps to prevent unauthorised access to, or disclosure of, your Personal Information. However, it is impossible to guarantee 100% security.

1.3 In utilising our website or using our services, users may be asked to provide the following Personal Information:

- Surname
- First name
- Email address
- Phone number
- When you book a call with us: your role, organisation and time zone, and your answers to our booking questions
- Any other information voluntarily submitted through our contact, enquiry or booking forms

1.4 Your agreement to this Privacy Policy constitutes your consent as contemplated in section 69 of POPIA and/or Article 7 of the GDPR. Where necessary, we will seek to obtain your specific consent in future instances.

1.5 We will not collect, use or disclose sensitive information except with your specific consent or in circumstances permitted by law.

1.6 By agreeing to this Privacy Policy, you consent to the use of your Personal Information in relation to:

- Responding to any queries or requests you may have
- Arranging and holding the calls you book with us
- The provision and performance of our services to you
- The provision of marketing-related services to you
- Informing you of changes made to our website or services

1.7 We have in place up-to-date, reasonable technical and organisational security measures to protect your Personal Information against accidental or intentional manipulation, loss, misuse, destruction, or against unauthorised disclosure or access.

1.8 Your information will not be stored for longer than is necessary for the purposes described in this Privacy Policy or as required by applicable legislation.

1.9 Personal Information shall only be accessed by our employees, representatives and consultants on a need-to-know basis, subject to confidentiality obligations.

1.10 We will not sell or rent your Personal Information to any third party, and we will not use your email address for unsolicited mail. We share Personal Information only with operators acting on our behalf under Clause 3, or where you have given your consent. Booking a call with us does not subscribe you to our mailing list. Where we send marketing or programme-related communications by email, we do so only to persons who have consented to receive such communications. You may unsubscribe at any time by following the unsubscribe link in any email or by contacting us directly.

1.11 We do not accept users under 18 years of age or who do not have the relevant capacity to be bound by this Privacy Policy.

Clause 2. Your Rights

In terms of POPIA and, where applicable, the GDPR, you have the following rights:

- Right of access: to request access to the Personal Information we hold about you
- Right of rectification: to request correction of inaccurate or incomplete Personal Information
- Right to erasure: to request deletion where no longer needed or where consent is withdrawn
- Right to restrict processing: to limit processing to what is strictly necessary
- Right to object: to processing based on legitimate interests or for direct marketing
- Right to withdraw consent: at any time where processing is based on consent
- Right to complain: to the Information Regulator of South Africa

To exercise any of these rights, please contact our Information Officer at info@lifelab.biz. If you ask us to erase your information, we will remove it from the systems we control, including our scheduling and calendar tools, and we will ask our operators to delete any copies they hold.

Clause 3. Disclosure of Personal Information

3.1 We do not disclose your Personal Information to any outside party except where required by law, or where you have given your explicit consent.

3.2 Where we engage third-party operators to process Personal Information on our behalf, such as coaching delivery platforms, scheduling and video-meeting platforms, cloud storage services, email communication tools, online survey and form platforms, website analytics providers (including Google Analytics, provided by Google Ireland Ltd) and payment processors, we ensure that appropriate data processing agreements are in place in compliance with POPIA. These operators are not permitted to use your personal information for their own purposes.

3.3 Some of our third-party operators may be located outside South Africa. Where personal information is transferred to a country that does not have substantially similar data protection laws, we take steps to ensure your information is adequately protected through appropriate contractual safeguards, in compliance with section 72 of POPIA and, where the GDPR applies, Chapter V of the GDPR.

3.4 When you book a call with us, you do so on a page hosted by our scheduling provider, Calendly. Your name, email address, time zone and your answers to our booking questions are processed by that provider on our behalf, and may be stored outside South Africa (see 3.3). Details of your booking may also be held in our calendars and on the video-meeting platform you choose, Zoom or Microsoft Teams. Please do not include sensitive information, such as health details, in your answers to our booking questions.

Clause 4. Log Files

4.1 When you visit the website, we may collect information such as your IP address, browser type, pages visited, date and length of your visit, and broad demographic information. We use Google Analytics (provided by Google Ireland Ltd) to analyse this information in aggregate form to improve our website. Google Analytics only activates after you have given your consent via our cookie banner. Information collected is subject to Google's own privacy policy. Please refer to our Cookie Policy for full details.

4.2 You acknowledge that this data may be able to identify you if aggregated with other Personal Information you supply to us.

Clause 5. Cookies

5.1 We use cookies and related technologies on our website. We use the following types:

5.1.1 Technical / Functional Cookies

These ensure the website works properly. We may place these without your consent as they are necessary for functionality.

5.1.2 Statistics Cookies

Used to optimise the website experience and understand usage patterns. We ask your permission before placing these.

5.1.3 Marketing / Tracking Cookies

Used to create user profiles for advertising or tracking across websites. We ask your permission before placing these.

5.2 A cookie consent banner appears on your first visit. You may accept, deny or customise your preferences at any time. Please refer to our Cookie Policy at www.lifelab.biz for full details.

Clause 6. Links from the Website

6.1 Our website may contain links to third-party websites. We are not responsible for their privacy practices or content. Users should evaluate the security and trustworthiness of any third-party website before disclosing personal information.

6.2 When you book a call with us, you do so on a page hosted by our scheduling provider. That provider's own privacy policy and cookies apply to your use of that page, in addition to this Privacy Policy.

Clause 7. Electronic Communications and Transactions Act 25 of 2002

7.1 This website is owned and operated by LifeLab CC (Registration No. 2004/114076/23).

7.2 Address for service of legal documents:

- Postal: PO Box 12455, Mill Street, Cape Town, 8010
- Email: info@lifelab.biz
- Phone: +27 87 350 4874

Clause 8. Complaints

8.1 If you wish to raise a complaint, please contact our Information Officer at info@lifelab.biz in the first instance.

8.2 If you remain unsatisfied, you may lodge a complaint with the Information Regulator of South Africa:

Authority	Information Regulator (South Africa)
Address	Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg, 2191
Complaints Email	complaints.IR@justice.gov.za
Website	www.inforegulator.org.za
Toll Free	+27 80 001 7160

Clause 9. Access to Information (PAIA)

In terms of PAIA, you may request access to records held by LifeLab CC using the prescribed PAIA request form, available from the Information Regulator (www.inforegulator.org.za), the South African Human Rights Commission (www.sahrc.org.za), or the Department of Justice (www.doj.gov.za). Our PAIA Section 51 Manual is available for download on this website.

Clause 10. Changes to this Policy

We reserve the right to amend this Privacy Policy from time to time. The updated policy will be published on our website with a revised date. This policy should be read in conjunction with our Cookie Policy, also available on our website.