

PRIVACY POLICY

Workplace Bullying and Culture Shift Summit

Full Potential Consulting (Pty) Ltd

Effective Date: 17 July 2026

1. Introduction

Full Potential Consulting (Pty) Ltd (“Full Potential Consulting”, “we”, “us”, or “our”), registration number [Company Registration Number], with its registered address at [Registered Business Address], South Africa, is committed to protecting your privacy and personal information.

This Privacy Policy explains how we collect, use, store, share and protect personal information in connection with the Workplace Bullying and Culture Shift Summit (the “Summit”), including our website at bullyingculturesummit.co.za (the “Website”), registration, ticketing, sponsorship enquiries, marketing communications, and the Summit itself, whether attended in person or virtually.

We process personal information in accordance with the Protection of Personal Information Act 4 of 2013 (“POPIA”) and, where relevant, other applicable South African legislation, including the Electronic Communications and Transactions Act 25 of 2002. By using our Website, registering for the Summit, or otherwise providing us with your personal information, you confirm that you have read and understood this Privacy Policy.

2. Definitions

- “Personal information” has the meaning given in POPIA and includes information relating to an identifiable, living natural person and, where applicable, an identifiable, existing juristic person.
- “Special personal information” means personal information concerning a data subject’s religious or philosophical beliefs, race or ethnic origin, trade union membership, political persuasion, health, sex life, or biometric information, or criminal behaviour.
- “Processing” means any operation performed on personal information, including collection, storage, use, dissemination, and destruction.
- “Data subject” means the person to whom personal information relates — that is, you.
- “Responsible party” means the party that determines the purpose and means of processing personal information — in this case, Full Potential Consulting (Pty) Ltd.
- “Operator” means a third party that processes personal information on our behalf.

3. Information We Collect

We may collect the following categories of personal information, depending on how you interact with us:

- Identity and contact information: full name, title, organisation, job title, postal and email address, and telephone number.
- Registration and event information: ticket type, delegate category (in-person or virtual), dietary requirements, accessibility or special assistance requirements, CPD certificate details, and photographs or video recordings taken at the event (see section 4 below).
- Financial information: billing details, invoice information, and confirmation of payment. We do not directly store full payment card details — these are processed by our third-party payment processor, [Payment Processor Name].
- Communications: information you provide when you contact us, complete a form, subscribe to our newsletter, or make a sponsorship or partnership enquiry.
- Technical and website information: IP address, browser type, device information, and information collected through cookies and similar technologies when you visit our Website (see section 9 below).
- Marketing preferences: your choices regarding receipt of marketing and promotional communications.

Dietary and accessibility or health-related requirements are collected only where you choose to provide them. We treat this as special personal information under POPIA and process it only with your explicit consent, solely to accommodate your needs at the Summit.

4. Photography, Video and Recording at the Summit

The Summit may be photographed, filmed, live-streamed, and audio/video recorded, including keynote sessions, panel discussions, and delegate networking areas, for use in post-event reporting, our Website, and promotional or marketing materials for future Full Potential Consulting events (for example, our summit highlights video). By attending the Summit, whether in person or virtually, you acknowledge that your image, likeness, or voice may be captured as part of this general event coverage.

If you do not wish to be photographed or filmed, please notify our team at registration or on-site so that reasonable steps can be taken to accommodate your request. If a published photograph or video features you and you would like it removed or would like to withdraw your consent to its future use, please contact our Information Officer using the details in

section 16 below. We do not use event photography or video recordings to infer or process special personal information about attendees.

5. How We Collect Information

We collect personal information directly from you when you register for the Summit, complete a form on our Website, subscribe to our newsletter, enquire about sponsorship or partnership opportunities, or contact us by email or telephone. We also collect information automatically through cookies and similar technologies when you use our Website, and, in some cases, from third parties such as event partners, sponsors, or your employer where they register you for the Summit on your behalf.

6. Purpose and Lawful Basis for Processing

We process personal information for the following purposes, on the lawful bases indicated:

- To process your registration and manage your attendance — performance of a contract / consent.
- To issue invoices, receipts, and confirm payment — performance of a contract / legal obligation.
- To issue CPD certificates and proof of attendance — performance of a contract.
- To communicate with you about the Summit, including logistical updates — performance of a contract / legitimate interest.
- To accommodate dietary, accessibility, or special assistance requirements — explicit consent.
- To produce event photography, video, and marketing content, as described in section 4 — legitimate interest.
- To send marketing communications about future events — consent, or the existing-customer exception described in section 10; you may opt out at any time.
- To respond to enquiries, including sponsorship and partnership requests — legitimate interest / consent.
- To improve our services, Website, and future events — legitimate interest.
- To comply with legal, regulatory, accounting, and tax obligations — legal obligation.
- To protect the safety and security of attendees and our legal rights — legitimate interest.

We only process personal information for the purpose for which it was collected, or a compatible purpose, in line with POPIA's purpose specification and further processing limitation conditions.

7. Sharing and Disclosure of Information

We do not sell your personal information. We may share personal information with trusted third-party service providers who process personal information on our behalf ("operators") strictly for the purposes set out in this Policy, subject to confidentiality and security obligations recorded in written agreements, including:

- Payment processors and ticketing platforms (e.g. [Payment Processor / Ticketing Platform]) to process registration payments;
- Venue providers (e.g. The Maslow, Johannesburg) for in-person attendance and logistics;
- Virtual event and livestreaming platforms for hybrid and virtual delegates;
- Email and marketing platforms used to send event communications and newsletters;
- IT, hosting, and website service providers;
- Professional advisors, such as auditors or lawyers, where necessary; and
- Regulators, law enforcement, or other parties where required or permitted by law.

We require all operators to implement appropriate security safeguards and to process personal information only in accordance with our written instructions and applicable law.

8. Cross-Border Transfers

Some of our service providers — for example, cloud hosting, email marketing, or virtual event platforms — may store or process personal information on servers located outside South Africa. Where we transfer personal information across South African borders, we ensure the recipient is subject to a law, binding corporate rules, contractual provisions, or other appropriate mechanism that provides an adequate level of protection substantially similar to POPIA, in accordance with Section 72 of POPIA, or we obtain your consent to the transfer.

9. Cookies and Tracking Technologies

Our Website may use cookies and similar tracking technologies, such as analytics scripts, to operate effectively, remember your preferences, and understand how visitors use our Website, including basic analytics on page visits and engagement. Cookies do not, by themselves, identify you personally, but where combined with other information they may

constitute personal information under POPIA. You can control or disable cookies through your browser settings, though this may affect the functionality of our Website. We do not use cookies to collect special personal information.

10. Direct Marketing

We will only send you direct marketing communications by email or other electronic means where you have given your prior consent, or where we rely on the “existing customer” exception in Section 69(3) of POPIA and the Electronic Communications and Transactions Act, which requires that all of the following apply:

- your contact details were collected by us in the context of your registration, ticket purchase, or enquiry;
- the marketing relates to Full Potential Consulting products or services similar to those you registered for or enquired about;
- you were given a reasonable opportunity to object, free of charge, to your details being used for direct marketing at the time they were first collected; and
- you are given the opportunity to opt out of each subsequent marketing communication, free of charge, including via an unsubscribe link.

Where these conditions are not met, we will only send you direct marketing communications with your prior opt-in consent. You may withdraw consent or opt out of marketing communications at any time by using the “unsubscribe” link in any email, or by contacting our Information Officer using the details in section 16 below. Withdrawing consent does not affect the lawfulness of processing carried out before withdrawal.

11. Data Retention

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected, applying the following general guidelines:

- Financial, accounting, and invoicing records are retained for a minimum of seven years, in line with the record-keeping requirements of the Companies Act 71 of 2008 and, where a longer period applies, the Tax Administration Act 28 of 2011.
- Registration and contact information used for event administration and CPD certification is retained for as long as reasonably necessary to support future summits and verify attendance history, and in any event no longer than five years, unless you request earlier deletion.

- Dietary, accessibility, and other special personal information is retained only for as long as necessary to plan and deliver the Summit, and is securely deleted within a reasonable period after the event concludes.
- Marketing consent records are retained until you withdraw consent or unsubscribe, plus a reasonable period thereafter to record that withdrawal.

Once no longer required, personal information is securely deleted, destroyed, or anonymised.

12. Security Safeguards

We implement reasonable technical and organisational measures to protect personal information against loss, unauthorised access, interference, modification, destruction, or disclosure, in line with Section 19 of POPIA. These measures include access controls, secure storage of records, encryption where appropriate, staff confidentiality obligations, and written agreements with operators requiring equivalent security standards. Where we become aware of a security compromise that has, or is reasonably believed to have, compromised your personal information, we will notify the Information Regulator and affected data subjects as required by Section 22 of POPIA.

13. Your Rights as a Data Subject

Subject to applicable law, you have the right to:

- be notified that personal information about you is being collected;
- be notified in the event of a security breach involving your personal information;
- request access to the personal information we hold about you;
- request correction, updating, or deletion of your personal information where it is inaccurate, irrelevant, excessive, out of date, incomplete, misleading, or unlawfully obtained;
- object, on reasonable grounds, to the processing of your personal information;
- object to the processing of your personal information for direct marketing purposes;
- not be subject to a decision based solely on automated processing that significantly affects you; and
- submit a complaint to the Information Regulator regarding alleged non-compliance with POPIA.

To exercise any of these rights, please contact our Information Officer using the details in section 16. We may need to verify your identity before responding to a request, and may

take a reasonable time to respond, in line with POPIA and, where applicable, the Promotion of Access to Information Act 2 of 2000 (“PAIA”).

14. Children’s Information

The Summit and our Website are directed at business professionals and are not intended for children. We do not knowingly collect personal information from children without the consent of a competent person, such as a parent or guardian, as required under Section 35 of POPIA. If we become aware that we have inadvertently collected personal information from a child without appropriate consent, we will take reasonable steps to delete it.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. The updated version will be posted on our Website with a revised “Effective Date”. We encourage you to review this Policy periodically.

16. Information Officer

Use the details below for requests relating to your personal information, such as access, correction, deletion, objection, or complaints under POPIA or PAIA. In terms of Section 55 of POPIA, our Information Officer is responsible for ensuring compliance with this Policy and POPIA, is registered with the Information Regulator, and handles queries, requests, or complaints relating to the processing of your personal information. A copy of our PAIA manual, describing the categories of records we hold and how to request access to them, is available on request from our Information Officer.

Information Officer: [Name of Information Officer]

Full Potential Consulting (Pty) Ltd

Email: info@fullpotential.co.za

Telephone: [Telephone Number]

Postal / Physical Address: [Registered Business Address]

17. Lodging a Complaint with the Information Regulator

If you are not satisfied with how we have handled your personal information, or with our response to a request, you have the right to lodge a complaint with the Information Regulator of South Africa:

Information Regulator (South Africa)

Physical Address: Woodmead North Office Park, 54 Maxwell Drive, Woodmead,
Johannesburg, 2191

General enquiries: enquiries@inforegulator.org.za | Tel: 010 023 5200 | Toll-free: 0800
017 160

POPIA complaints: POPIAComplaints@inforegulator.org.za

Website: www.inforegulator.org.za

18. Contact Us

For general enquiries about the Summit, registration, sponsorship, or partnerships (rather than a POPIA or PAIA request), please contact us:

Full Potential Consulting (Pty) Ltd

Email: info@fullpotential.co.za

Telephone: +27 10 746 3406

Website: <https://bullyingculturesummit.co.za>