

PRIVACY NOTICE

Launchpoint Consulting (Pty) Ltd

Last updated: 7 July 2026

This Privacy Notice explains how Launchpoint Consulting (Pty) Ltd collects, uses, stores, shares and protects personal information in accordance with the Protection of Personal Information Act, 2013 (POPIA).

This Privacy Notice applies to the website www.launch-point.co.za, as well as to personal information submitted to Launchpoint through the Website, by email, through enquiries, during business discussions, or in the ordinary course of dealing with Launchpoint.

1. Responsible Party

For purposes of POPIA, the responsible party is:

Launchpoint Consulting (Pty) Ltd

Registration number: 2024/690930/07

VAT number: 4300321249

Website: www.launch-point.co.za

Registered office: KCE Building, Plot 64, Beyers Naude Drive Ext, Elandsdrift, Gauteng, 1747

Information Officer: Mark van Houten

Email: mark@launch-point.co.za

Launchpoint determines the purpose and means of processing personal information in relation to its Website, business operations, enquiries, communications and advisory services.

2. Purpose of this Privacy Notice

The purpose of this Privacy Notice is to explain:

- 2.1 what personal information Launchpoint may collect;
- 2.2 why Launchpoint collects and processes personal information;
- 2.3 how personal information may be used and shared;
- 2.4 how personal information is protected;
- 2.5 how long personal information may be retained; and
- 2.6 what rights data subjects have in relation to their personal information.

3. Personal Information We May Collect

Launchpoint may collect and process the following categories of personal information, depending on the nature of the interaction:

- 3.1 names and surnames;
- 3.2 company names, job titles, roles and business details;
- 3.3 email addresses, telephone numbers and other contact details;

3.4 information submitted through the Website, enquiry forms, email correspondence or other communications;

3.5 information relating to potential projects, transactions, opportunities, partnerships or business proposals;

3.6 information relating to investors, funders, developers, service providers, contractors, consultants, advisers, clients and potential clients;

3.7 meeting notes, correspondence, instructions and records of engagement;

3.8 information required for due diligence, business assessment, transaction structuring or project evaluation;

3.9 billing, tax, accounting and administrative information where relevant;

3.10 website usage information, including IP address, browser type, device information, referral source, pages visited and similar technical information; and

3.11 any other personal information voluntarily provided to Launchpoint.

Launchpoint does not intentionally collect special personal information through the Website, unless this is specifically required for a lawful and relevant business purpose.

4. How We Collect Personal Information

Launchpoint may collect personal information:

4.1 directly from you when you contact Launchpoint, submit an enquiry, send an email, complete a form, request information or engage with Launchpoint;

4.2 from your employer, organisation, representative, adviser or business associates;

4.3 from public sources, company records, professional platforms, websites and publicly available databases;

4.4 from third parties involved in a potential project, opportunity, transaction or engagement;

4.5 through meetings, calls, correspondence and business communications; and

4.6 automatically through the Website, cookies, analytics tools or similar technologies.

5. Why We Process Personal Information

Launchpoint may process personal information for the following purposes:

5.1 to operate, maintain and improve the Website;

5.2 to respond to enquiries, requests and communications;

5.3 to assess potential opportunities, projects, partnerships, investments or transactions;

5.4 to provide strategic advisory, investment structuring, capital raising, project development and related services;

5.5 to conduct business development and relationship management;

5.6 to communicate with clients, potential clients, investors, funders, developers, partners, advisers and service providers;

5.7 to manage meetings, proposals, mandates, engagements and business records;

5.8 to perform due diligence, project screening, opportunity assessment and commercial evaluation;

5.9 to prepare, negotiate and manage agreements or engagements;

5.10 to comply with legal, tax, accounting, regulatory, statutory and administrative obligations;

5.11 to protect Launchpoint's rights, property, systems, business interests and reputation;

5.12 to detect, prevent and respond to fraud, unlawful activity, cyber threats or security incidents;

5.13 to maintain internal records and business administration; and

5.14 to send business updates, communications or marketing messages where permitted by law.

6. Legal Basis for Processing

Launchpoint will only process personal information where it is lawful to do so.

The basis for processing may include:

6.1 the data subject's consent;

6.2 the processing is necessary to perform or conclude a contract;

6.3 the processing is necessary to comply with an obligation imposed by law;

6.4 the processing protects a legitimate interest of the data subject;

6.5 the processing is necessary for the proper performance of a public law duty, where applicable;

or

6.6 the processing is necessary for pursuing Launchpoint's legitimate interests or the legitimate interests of a third party to whom the information is supplied.

7. Sharing of Personal Information

Launchpoint may share personal information where necessary and lawful, including with:

7.1 Launchpoint's directors, employees, consultants, representatives and authorised personnel;

7.2 professional advisers, including legal, accounting, tax, corporate finance and compliance advisers;

7.3 service providers who assist with hosting, IT systems, email, document management, analytics, administration or communications;

7.4 investors, funders, developers, partners, counterparties or transaction participants, where relevant to a potential or actual opportunity, project or engagement;

7.5 banks, financial institutions or payment service providers, where applicable;

7.6 regulators, public bodies, courts, law enforcement authorities or other competent authorities where required by law;

7.7 auditors, insurers and risk advisers; and

7.8 any other third party where the data subject has consented or where the disclosure is otherwise permitted by law.

Launchpoint will not sell personal information to third parties.

8. Cross-Border Transfers

Launchpoint may use service providers, cloud platforms, email systems or technology providers that store or process information outside South Africa.

Launchpoint may also share information with foreign investors, funders, partners, advisers or transaction participants where this is relevant to a project, transaction or engagement.

Where personal information is transferred outside South Africa, Launchpoint will take reasonably practicable steps to ensure that the transfer is lawful and that appropriate safeguards are applied.

9. Direct Marketing

Launchpoint may use personal information to send business development communications, updates or marketing communications where permitted by POPIA.

Direct marketing by electronic communication will only be sent where:

- 9.1 the recipient has consented;
- 9.2 the recipient is an existing client, contact or business relationship and the communication relates to similar services or legitimate business interests; or
- 9.3 the communication is otherwise permitted by law.

Recipients may opt out of marketing communications at any time by using the unsubscribe option provided, replying with an opt-out request, or contacting Launchpoint through the contact channels on the Website.

10. Cookies and Website Analytics

The Website may use cookies, analytics tools or similar technologies to:

- 10.1 make the Website work properly;
- 10.2 improve user experience;
- 10.3 understand Website traffic and usage patterns;
- 10.4 monitor Website performance;
- 10.5 improve Website content and layout; and
- 10.6 support security and functionality.

A cookie is a small file stored on a user's device when visiting a website.

Users may disable or manage cookies through their browser settings. However, disabling cookies may affect the functionality or performance of the Website.

Where required, Launchpoint may publish a separate Cookie Notice or cookie banner.

11. Security of Personal Information

Launchpoint takes reasonable technical and organisational measures to protect personal information against loss, damage, unauthorised access, unlawful processing, disclosure, alteration or destruction.

These measures may include appropriate access controls, password protection, secure storage, system safeguards, confidentiality undertakings, staff awareness and service provider controls.

However, no electronic communication, website or storage system is completely secure. Users submit information through the Website and by email at their own risk.

12. Retention of Personal Information

Launchpoint will retain personal information only for as long as reasonably necessary for the purpose for which it was collected, unless a longer retention period is required or permitted by law.

Retention periods may depend on:

- 12.1 the nature of the information;
- 12.2 the purpose for which it was collected;
- 12.3 legal, tax, accounting, regulatory or statutory requirements;
- 12.4 contractual obligations;
- 12.5 operational and administrative requirements;
- 12.6 the need to resolve disputes or enforce rights; and
- 12.7 legitimate business recordkeeping requirements.

When personal information is no longer required, Launchpoint will take reasonable steps to delete, destroy, de-identify or securely archive it.

13. Data Subject Rights

Data subjects have rights under POPIA, including the right to:

- 13.1 request confirmation of whether Launchpoint holds personal information about them;
- 13.2 request access to their personal information;
- 13.3 request correction or deletion of personal information that is inaccurate, irrelevant, excessive, outdated, incomplete, misleading or unlawfully obtained;
- 13.4 object to the processing of personal information in certain circumstances;
- 13.5 withdraw consent where processing is based on consent;
- 13.6 object to direct marketing;
- 13.7 submit a complaint to the Information Regulator; and
- 13.8 request the correction, destruction or deletion of personal information where permitted by law.

Requests may be submitted to the Information Officer using the contact details in this Privacy Notice.

Launchpoint may require proof of identity before processing a request.

14. Accuracy of Personal Information

Data subjects must ensure that any personal information provided to Launchpoint is accurate, complete and up to date.

If your personal information changes, you should notify Launchpoint so that its records can be updated where necessary.

15. Children's Personal Information

The Website is not directed at children, and Launchpoint does not intentionally collect personal information relating to children through the Website.

If Launchpoint becomes aware that it has collected personal information relating to a child without appropriate consent or lawful justification, it will take reasonable steps to delete or de-identify that information, unless retention is required or permitted by law.

16. Special Personal Information

Launchpoint does not generally require special personal information through the Website.

Special personal information may include information relating to religious or philosophical beliefs, race or ethnic origin, trade union membership, political persuasion, health, sex life, biometric information or criminal behaviour.

If special personal information is provided to Launchpoint, it will only be processed where there is a lawful basis to do so and where appropriate safeguards are applied.

17. Third-Party Websites

The Website may contain links to third-party websites, platforms or resources.

Launchpoint is not responsible for the privacy practices, content, security or policies of third-party websites. Users should review the privacy notices of any third-party websites they visit.

18. PAIA Manual

Requests for access to records held by Launchpoint must be submitted in accordance with the Promotion of Access to Information Act, 2000 and Launchpoint's PAIA Manual.

The PAIA Manual should be made available on the Website and should include the relevant process, forms and contact details for submitting access-to-information requests.

19. Information Officer

Launchpoint's Information Officer is responsible for encouraging and ensuring compliance with POPIA and dealing with requests made in terms of POPIA and PAIA.

Launchpoint's Information Officer is:

Mark van Houten

Email: mark@launch-point.co.za

Privacy-related requests, objections, complaints or access requests may be submitted to the Information Officer at the above email address, through the contact channels available on the Website, or at Launchpoint's registered office.

20. Complaints to the Information Regulator

If a data subject believes that Launchpoint has processed personal information unlawfully or has not adequately addressed a privacy-related request, the data subject may lodge a complaint with the Information Regulator.

The Information Regulator's contact details are available on its official website.

21. Changes to this Privacy Notice

Launchpoint may amend this Privacy Notice from time to time.

The updated Privacy Notice will apply from the date it is published on the Website, unless otherwise stated.

Users are encouraged to review this Privacy Notice periodically.

22. Contact

For privacy, POPIA, PAIA or personal information queries, please contact:

Information Officer: Mark van Houten

Email: mark@launch-point.co.za

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End of Privacy Notice