

# Terms & Conditions

**CarTar Creative Concepts (Pty) Ltd**

Registration Number: **2023/594549/07**

Last updated: **19 December 2025**

By using this website, you agree to these Terms & Conditions.

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## 1. Our Services

CarTar provides **strategic consulting services**, including:

- Customer Experience (CX)
- User Experience (UX) and User Interface (UI)
- Customer Journey Mapping
- Lead Generation Strategy
- Opt-in marketing and engagement strategy design

We provide **advice and strategy only**.

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## 2. No Data Processing Responsibility

CarTar:

- Does **not** process or store consumer data
- Does **not** manage opt-in databases
- Does **not** act as a data processor or controller

Clients remain fully responsible for:

- Their customer data
  - Opt-in consent
  - POPIA, GDPR, and other regulatory compliance
  - Execution of campaigns and systems
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### **3. Use of This Website**

You agree to:

- Use the website lawfully
  - Respect intellectual property
  - Not attempt unauthorised access or misuse
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### **4. Intellectual Property**

All content, methodologies, frameworks, and branding are the intellectual property of CarTar Creative Concepts unless otherwise stated.

No reproduction without written permission.

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### **5. Limitation of Liability**

CarTar is not liable for:

- Business or marketing outcomes
- Client implementation decisions

- Data compliance failures within client organisations
  - Indirect or consequential losses
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## **6. Confidentiality**

Business information shared during engagements is treated as confidential and used only for consulting purposes.

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## **7. Governing Law**

These Terms & Conditions are governed by the laws of the **Republic of South Africa**.