

# Privacy Policy

**CarTar Creative Concepts (Pty) Ltd**

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

Last updated: **19 December 2025**

At CarTar Creative Concepts (“CarTar”, “we”, “us”), privacy matters.

We are a **strategic consulting business**, not a data-processing or data-hosting company.

This Privacy Policy explains, in plain language, how information is handled when you interact with us.

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## 1. What We Do (and Don’t Do)

CarTar **does not**:

- Collect or maintain consumer databases
- Store or process end-customer personal records
- Create or manage consumer profiles for our own marketing
- Act as a data controller or data processor

CarTar **does**:

- Provide **strategic advice, frameworks, and guidance**
  - Help clients design **lawful, opt-in customer journeys and marketing strategies**
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## 2. About Customer Profiling (Important Clarification)

Customer profiling and segmentation is **one of our core consulting services**.

However:

- **Profiling is performed by our clients**, not by CarTar
- Clients profile **only customers who have explicitly opted in** to marketing
- CarTar does **not receive, store, or process identifiable consumer data**

Our role is advisory — we design the **strategy, logic, and experience**, not the data execution.

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### 3. Information You May Voluntarily Share With Us

You may share limited information when you:

- Complete a contact form
- Book a consultation
- Email or communicate with us

This typically includes:

- Name
- Email address
- Contact number
- Business-related context

This information is used **only to respond to your enquiry or deliver consulting services** and is not retained beyond the engagement where reasonably possible.

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### 4. Third-Party Platforms

Our website and bookings may use third-party platforms (e.g. hosting, scheduling, email).

CarTar:

- Does not extract or analyse personal data from these platforms
- Relies on the platform providers' own privacy and security controls

We recommend reviewing their privacy policies directly.

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## 5. International Engagements

CarTar may work with clients locally and internationally.

We do **not** transfer, store, or process personal consumer data across borders.

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## 6. Your Rights

You may contact us at any time to:

- Ask what limited information you may have shared with us
  - Request deletion of communication-related information
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## 7. Contact Details

**CarTar Creative Concepts (Pty) Ltd**

Email: [connect@cartarcreative.co.za](mailto:connect@cartarcreative.co.za)