



PRIVACY POLICY

Last Updated: September 7, 2026

At OutofSight&Co, we are your dedicated in-house and outsourced team of elite developers! We specialize in helping businesses scale by delivering high-converting websites, smart AI chatbots, and seamless automation.

1. INTRODUCTION

OutofSight&Co™ ("the Company," "we," "us," or "our") is committed to protecting the privacy and security of our clients' personal and business data. This Privacy Policy outlines our practices regarding the collection, use, and disclosure of information through our website, development services, AI chatbot implementations, and automation systems.

By engaging our services, you acknowledge and agree to the terms of this Privacy Policy in conjunction with our Terms & Conditions.

2. COMPLIANCE WITH GOVERNING LAW

This policy is governed by the laws of South Africa. We comply with the **Protection of Personal Information Act (POPIA)** and other applicable data protection regulations. We ensure that personal information is processed lawfully, transparently, and only for the specific purposes for which it was collected.

3. INFORMATION WE COLLECT

We collect information necessary to provide elite development and automation services, including:

- **Personal Identification:** Name, email address, phone number, and company details provided during project onboarding or inquiries.
- **Project Content:** Data, branding assets, and technical documentation required to build your digital solutions.
- **Usage Data:** Information about how you interact with our website and delivered systems, including IP addresses and diagnostic data.

4. AI & AUTOMATION DATA HANDLING

As specialists in AI Chatbots and Automation, we implement systems that may process third-party end-user data. Regarding these services:

- **Data Processing:** OutofSight&Co acts as the "Processor" or "Operator" of data collected by the bots we build. The Client remains the "Controller" or "Responsible Party."
- **System Outputs:** We do not claim ownership of data generated by AI interactions between our clients and their customers.
- **Security:** Our AI implementations prioritize secure API integrations and encryption to protect sensitive data flows.

5. USE OF INFORMATION

Your information is used to:

- Develop, test, and deploy high-converting websites and automation workflows.
- Communicate project updates and provide technical support.
- Ensure billing accuracy and fulfill contractual obligations.
- Improve our proprietary frameworks and AI tools (using anonymized or aggregated data).

6. CONFIDENTIALITY & DATA SHARING

In line with our Terms & Conditions, all confidential information shared during a project shall remain private. We do not sell or lease your data to third parties. Data may only be shared with:

- Verified third-party service providers (e.g., hosting, API services) necessary for project delivery.
- Legal authorities when required by law or to protect our legal rights.

7. DATA SECURITY

We implement industry-standard technical and organizational measures to safeguard your data against unauthorized access, loss, or destruction. This includes secure development environments and encrypted communication channels.

8. YOUR RIGHTS

Under POPIA and applicable international laws, you have the right to:

- Access the personal information we hold about you.
- Request the correction or deletion of inaccurate data.
- Object to the processing of your data for marketing purposes.

9. CONTACT US

For any questions regarding this Privacy Policy or your data, please contact our support team:

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