



A.I.M ENTERPRISE GROUP (PTY) LTD

Privacy Policy

PUBLIC POLICY

Innovate • Integrate • Elevate

EFFECTIVE 18 AUGUST 2026 | LAST UPDATED 2 OCTOBER 2026

Applies to A.I.M Enterprise Group websites, services and digital products, including AIM One.

A.I.M Enterprise Group (Pty) Ltd ("A.I.M Enterprise Group", "A.I.M", "we", "us" or "our") respects your privacy and is committed to protecting the personal information entrusted to us.

This Privacy Policy explains how we collect, use, store, disclose and protect personal information when you visit our website, communicate with us, submit an enquiry, request our services, use or administer A.I.M ONE, or interact with any of our businesses, products or digital platforms.

By using our websites, products or services, or by providing personal information to us, you acknowledge that you have read and understood this Privacy Policy.

1. Who We Are

A.I.M Enterprise Group (Pty) Ltd is a South African business group involved in the development and operation of businesses, products, technology and digital solutions. Our ecosystem may include:

BUSINESSES

- A.I.M Web
- A.I.M Fabrication
- A.I.M Beauty

PRODUCTS & TECHNOLOGY

- A.I.M ONE
- A.I.M Studio
- A.I.M Web Builder

A.I.M ONE, A.I.M Studio and the A.I.M Web Builder are products, platforms or technology initiatives of A.I.M Enterprise Group and are not separate legal companies.

This Privacy Policy applies to information collected through A.I.M Enterprise Group websites and, where applicable, interactions relating to the businesses and products operated by the group.

2. Scope and Our Role

A.I.M Enterprise Group may process personal information in different capacities depending on the context.

- When we determine why and how personal information is processed for our own website enquiries, account administration, service delivery, security, marketing or business operations, A.I.M Enterprise Group acts as the responsible party under applicable data-protection law.
- Where an AIM One customer organisation determines the purpose of processing information about its own customers, employees, suppliers or other contacts and uses AIM One to carry out that processing, the customer organisation may be the responsible party and A.I.M Enterprise Group may process information on its behalf as an operator or service provider.
- AIM One customers are responsible for having an appropriate lawful basis, notices and permissions for personal information they place in or process through AIM One.

3. Our Technology Platform

INFRASTRUCTURE

Personal information may be stored or processed using technology providers that support our services. Supabase provides database, authentication and backend infrastructure. Netlify hosts our websites and applications. Resend is used for transactional email delivery such as invitations, account confirmations and password-related messages. Meta and WhatsApp services may be used where an AIM One customer enables WhatsApp functionality. We rely on these providers' safeguards together with our own access controls, authentication, tenant isolation and operational security measures.

4. Personal Information We Collect

Information You Provide

- Full name
- Business or company name
- Email address

- Telephone or WhatsApp number
- Business address
- Website address
- Information about your business
- Information about the service or product you are interested in
- Enquiry or project details
- Information submitted through contact or lead forms
- Information provided when requesting a quotation
- Account, user, role and organisation information used to access AIM One
- Business records entered into AIM One, such as customer, supplier, employee, quote, invoice, project, task, rental, booking, stock, finance or operational information
- Communications, notes and customer activity recorded in AIM One
- Other information you voluntarily provide to us

Please do not submit passwords, payment card information, identity documents or other highly sensitive information through general website enquiry forms unless specifically requested through an appropriate secure process.

Automatically Collected Information

- IP address
- Browser type
- Device type
- Operating system
- Pages or screens visited
- Date and time of visits or access
- Referring website
- Session, security and authentication events
- General website and application usage information

This information may be collected through server logs, cookies, analytics services and similar technologies.

5. How We Collect Information

We may collect personal information when you:

- Visit our website
- Complete an enquiry form
- Request a quotation
- Contact us by email
- Contact us through WhatsApp
- Request information about one of our businesses or products
- Subscribe to communications where available
- Create or use an AIM One account
- Interact with our websites or digital platforms
- Enter into a business relationship with us
- Communicate with our representatives
- Use an integration or connected service that is configured to exchange information with AIM One

We may also receive information from service providers and integration partners that assist with hosting, database/backend infrastructure, authentication, analytics, communications, messaging, email delivery and other business operations.

6. Why We Use Your Information

We may process personal information for legitimate business purposes, contractual performance, consent where required, legal obligations, and other lawful grounds permitted by applicable law, including to:

- Respond to enquiries

- Contact you regarding your request
- Provide quotations
- Provide requested services
- Create and administer user accounts
- Manage customer and prospective-customer relationships
- Manage leads and sales opportunities
- Provide customer support
- Operate AIM One and enabled modules
- Deliver transactional and security-related emails
- Provide WhatsApp and other enabled integrations
- Improve our products, services and website
- Maintain internal business records
- Manage business operations
- Communicate important service information
- Send marketing communications where legally permitted
- Detect, prevent and address security issues, abuse or misuse
- Comply with legal and regulatory obligations

Where applicable law requires consent for a particular processing activity, we will request it before carrying out that activity.

7. Website Leads and Our CRM

When you submit an enquiry through an A.I.M Enterprise Group website form, the information you provide may be stored in Supabase and transferred to our internal customer relationship management workflows, including AIM One where applicable.

The CRM may be used to:

- Create and manage leads
- Record enquiries
- Assign enquiries to the relevant A.I.M business or team member
- Track communication
- Manage quotations and sales opportunities
- Maintain customer records
- Coordinate follow-ups

For example, if you select A.I.M Web when submitting an enquiry, your information may be routed to the relevant A.I.M Web sales or customer-management workflow.

We use reasonable technical and organisational measures designed to protect information transferred between our website and internal systems.

8. AIM One, WhatsApp Business Platform and Meta Services

AIM One may provide integrations with the WhatsApp Business Platform and other services operated by Meta Platforms, Inc. and its affiliates.

AIM One is designed so that each customer organisation connects and uses its own WhatsApp Business account and WhatsApp Business phone number. AIM One customers do not share a single common AIM One WhatsApp number.

Depending on the features enabled and the customer configuration, we may process information required to provide and operate the integration, including:

- WhatsApp Business Account identifiers
- Business phone number identifiers
- Business profile and account information made available through the integration
- Customer or contact identifiers
- Phone numbers

- Message content where required to provide messaging functionality
- Message status information such as sent, delivered, read or failed
- Timestamps
- Conversation and messaging metadata
- Message-template information
- Webhook events
- Information required to associate WhatsApp activity with the correct AIM One customer or contact record
- Technical information required to authenticate, secure and operate the integration

This information may be used to:

- Allow authorised AIM One users to send and receive WhatsApp communications
- Connect customer communications to the relevant customer or contact record
- Display customer activity and communication history
- Support Customer Operations, CRM and follow-up workflows
- Process message delivery and status updates
- Maintain integration security
- Diagnose technical issues
- Maintain audit and operational records
- Provide functionality requested by the AIM One customer organisation

AIM One customers remain responsible for ensuring that their use of WhatsApp through AIM One complies with applicable law, WhatsApp Business Platform requirements and their own obligations to the people they communicate with.

Meta and WhatsApp may separately process information in accordance with their own terms, privacy policies and platform requirements. A.I.M Enterprise Group does not control the independent processing activities of Meta or WhatsApp.

A.I.M Enterprise Group does not sell WhatsApp message data or customer communication data.

9. Customer Activity, Attribution and External Integrations

AIM One may receive customer activity from connected websites, forms, APIs, applications or communication channels. Depending on configuration, these events may include an external customer identifier, event type, source, timestamp, reference, campaign or attribution information, and related metadata.

AIM One uses tenant-aware controls and identity mappings to associate external activity with the correct organisation and, where possible, the correct customer or contact record. External integration credentials are intended to be used only by authorised systems and must not be exposed publicly.

10. Cookies and Similar Technologies

Our websites and applications may use cookies and similar technologies to improve functionality, security and user experience, including for website functionality, remembering preferences, understanding website traffic, analytics, improving performance and security.

Where required by applicable law, we will request consent before placing non-essential cookies on your device. You may be able to control or disable cookies through your browser settings. Disabling certain cookies may affect functionality.

11. Analytics and Website Services

We may use third-party services, including Supabase, Netlify and other approved providers, to host, operate, secure, analyse or improve our websites, CRM and AIM One. These services may process technical information such as IP addresses, device information, browser information and usage data.

Third-party providers may process information in accordance with their own privacy policies and contractual obligations. Where third-party services process personal information on our behalf, we take reasonable steps to select providers and safeguards appropriate to the service and risk.

12. Sharing Personal Information

We do not sell your personal information.

We may share personal information where reasonably necessary with:

- Relevant A.I.M businesses or internal teams
- Employees or authorised representatives
- Infrastructure and service providers such as Supabase, Netlify and Resend
- Meta/WhatsApp where WhatsApp functionality is enabled
- CRM, communications and business software providers
- Analytics providers
- Professional advisers
- Service providers assisting us with business operations
- Government authorities, regulators or law-enforcement bodies where legally required

We only intend to share information to the extent reasonably necessary for the relevant business, service, security or legal purpose.

13. International Transfers

Some technology and service providers used by A.I.M Enterprise Group, including Supabase, Netlify, Resend and Meta/WhatsApp, may process information outside South Africa.

Where personal information is transferred outside South Africa, we will take reasonable steps to handle the transfer in accordance with applicable data-protection requirements and to use appropriate contractual, technical or organisational safeguards where required.

14. Retention of Personal Information

We retain personal information for as long as reasonably necessary for the purposes for which it was collected, including providing services, administering accounts, managing customer relationships, maintaining business records, resolving disputes, maintaining financial and legal records, complying with applicable law, and protecting legitimate business and security interests.

We do not apply a single automatic deletion period to all personal information. Retention periods vary depending on the type of information, the nature of the relationship, the purpose of processing and applicable legal or contractual requirements.

- Active relationship - information is retained while the relevant account, enquiry, service or customer relationship is ongoing.
- Inactive relationship - information may continue to be retained where there is a legitimate business, contractual, accounting, legal or security reason.
- Ended relationship - when information is no longer reasonably required, we will delete, destroy or anonymise it where appropriate, subject to any lawful reason to retain it for longer.

15. Information Security

A.I.M Enterprise Group takes reasonable technical and organisational measures designed to protect personal information against unauthorised access, loss, misuse, alteration, disclosure and destruction. Measures may include authentication, role and permission controls, tenant isolation, server-side access controls, audit records, restricted administrative access and security controls provided by our infrastructure providers.

However, no method of transmitting or storing information electronically can be guaranteed to be completely secure. You should exercise appropriate caution when submitting information online and keep account credentials confidential.

16. Your Rights

Subject to applicable law, you may have rights relating to your personal information, including the right to:

- Request confirmation of whether we hold personal information about you
- Request access to personal information we hold about you
- Request correction of inaccurate, incomplete, misleading or outdated information
- Request deletion or destruction where legally appropriate
- Object to certain forms of processing
- Withdraw consent where processing is based on consent
- Request information about how your personal information is being processed
- Object to direct marketing where applicable
- Lodge a complaint regarding the handling of your personal information

These rights are not absolute and may be subject to lawful limitations, exemptions or competing obligations.

17. Data Access, Correction and Deletion Requests

You may request access to, correction of, or deletion of personal information held by A.I.M Enterprise Group or processed through AIM One, subject to applicable legal, contractual and operational requirements.

PRIVACY & DATA REQUESTS

Email: admin@aimenterprisegroup.co.za

Suggested subject line: Privacy / Data Request

Please include enough information for us to identify the relevant account, organisation or records and to understand your request. We may ask you to verify your identity before acting on a request.

Where a request relates to information controlled by an AIM One customer organisation, we may need to refer the request to that organisation or coordinate with it before taking action.

Where deletion is legally and operationally permitted, we will take reasonable steps to delete, destroy, anonymise or otherwise remove the relevant personal information from systems under our control.

Some information may need to be retained where reasonably necessary to comply with legal or regulatory obligations, maintain financial or accounting records, establish or defend legal claims, prevent fraud or abuse, maintain system security or audit records, or comply with contractual obligations.

Requests involving information processed independently by Meta, WhatsApp or another third-party platform may also need to be directed to that provider.

18. Direct Marketing

Where permitted by applicable law, we may send information about A.I.M products, services, promotions or business developments. Where consent is required, we will request it before sending direct marketing communications.

You may unsubscribe from marketing communications at any time by using the available unsubscribe mechanism or contacting us. You may continue to receive necessary transactional, account, security or service-related communications where appropriate.

19. Children's Privacy

Our websites and AIM One are not specifically directed at children. We do not knowingly collect personal information from children without appropriate consent where such consent is required by applicable law. If you believe a child has

provided personal information to us without appropriate consent, please contact us so that we can assess and address the situation.

20. Third-Party Websites and Services

Our websites and products may contain links to or integrations with external websites, platforms and services. We are not responsible for the independent privacy practices, content or security of third-party services. You should review the applicable third-party privacy policy before providing personal information to that service.

21. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our business, technology, services, legal requirements or how we process personal information. The updated version will be published with a revised "Last Updated" date. Where a change is material and applicable law requires additional notice, we will take reasonable steps to provide that notice.

22. Contact Us

If you have questions about this Privacy Policy, wish to exercise your privacy rights, request deletion or correction, or have concerns about how personal information is handled, please contact A.I.M Enterprise Group.

Company	A.I.M Enterprise Group (Pty) Ltd
Email	admin@aimenterprisegroup.co.za
Website	https://www.aimenterprisegroup.co.za
Address	A.I.M Enterprise Group operates as a digital-first business. Services are delivered remotely or on-site where applicable; we do not maintain public-facing premises.

For privacy-related requests, please include sufficient information for us to identify you and understand your request.

23. Information Regulator

If you are dissatisfied with how we handle your personal information, you may have the right to lodge a complaint with the Information Regulator of South Africa.

Information Regulator	South Africa
Email	enquiries@inforegulator.org.za
Telephone	010 023 5200
Website	https://inforegulator.org.za

This Privacy Policy is intended to describe A.I.M Enterprise Group's actual data practices and should be read together with any product-specific terms, customer agreements, data-processing terms or notices that apply to a particular service.