



Privacy Policy

ACG Consult

Last Updated	March 2026
Practice	ACG Consult — Tax Practitioner / Representative
Address	1 Mills Street, Valmary Park, Durbanville
Website	www.acgconsult.co.za
Information Officer	Adelien Gouws adelien@acgconsult.co.za
Applicable Law	Protection of Personal Information Act 4 of 2013 (POPIA)

1. Introduction

This Privacy Policy describes ACG Consult's policies and procedures on the collection, use, and disclosure of your personal information when you engage our services or use our website (www.acgconsult.co.za). It also explains your privacy rights and how the law — in particular the Protection of Personal Information Act 4 of 2013 (POPIA) — protects you.

By using our services or website, you agree to the collection and use of information in accordance with this Privacy Policy. ACG Consult is committed to handling your personal information responsibly, transparently, and securely.

2. Interpretation and Definitions

Words with an initial capital letter have meanings defined below. These definitions apply whether the terms appear in singular or plural form.

Term	Definition
Account	A unique account created for you to access our Service or parts thereof.
Affiliate	An entity that controls, is controlled by, or is under common control with ACG Consult, where "control" means ownership of 50% or more of voting shares or securities.
Company	ACG Consult, 1 Mills Street, Valmary Park, Durbanville (also referred to as "We", "Us" or "Our").
Cookies	Small files placed on your device by a website, containing details of your browsing history and preferences.
Country	South Africa
Device	Any device that can access the Service, such as a computer, cellphone, or digital tablet.
Personal Data	Any information that relates to an identified or identifiable individual, as defined under POPIA.
Service	Refers to the ACG Consult website (www.acgconsult.co.za) and any related services offered by the practice.
Service Provider	Any natural or legal person who processes data on behalf of ACG Consult to facilitate, provide, or improve the Service.
Usage Data	Data collected automatically, either generated by use of the Service or from the Service infrastructure itself (e.g. duration of a page visit, IP address).
You	The individual accessing or using the Service, or the legal entity on whose behalf such individual is acting.

3. Personal Data We Collect

3.1 Personal Data

When you engage our services or use our website, we may collect the following personally identifiable information:

- Full name
- Email address
- Phone number
- Postal address (street, suburb, city, postal code)
- Financial and tax information relevant to your matter

- South African identity number (where required for tax purposes)
- Usage Data (collected automatically when using the website)

3.2 Usage Data

Usage Data is collected automatically when you use our website. It may include your device's IP address, browser type and version, the pages you visit, the time and date of your visit, time spent on pages, and other diagnostic data. When you access our website via a mobile device, we may also collect information such as your device type, mobile operating system, and unique device identifiers.

3.3 Tracking Technologies and Cookies

We use cookies and similar tracking technologies to monitor activity on our website and store certain preferences. You can instruct your browser to refuse cookies, though this may affect some functionality of the website.

Cookie Type	Type	Purpose
Necessary / Essential	Session	Essential for the website to function. Authenticate users and prevent fraudulent use.
Cookies Policy Acceptance	Persistent	Records whether users have accepted the use of cookies on the website.
Functionality	Persistent	Remembers your preferences (e.g. login details, language) to provide a more personalised experience.

4. How We Use Your Personal Data

ACG Consult may use your personal data for the following purposes:

Purpose	Detail
To provide and maintain our services	Including monitoring the usage of our website and service delivery.
To manage your account	To manage your registration and access to client-specific functionalities.
To perform our contractual obligations	To deliver tax compliance, advisory, and related professional services you have engaged us for.
To contact you	Via email, telephone, or SMS regarding your matter, updates, or security notices.
To manage your requests	To attend and respond to queries or instructions you direct to us.
For legal and regulatory compliance	To comply with our obligations under tax legislation, POPIA, and other applicable laws.
For business improvement	Data analysis, identifying usage trends, and improving our services and website.
For business transfers	In the event of a merger, acquisition, or restructuring in which client data forms part of the transferred assets.

5. Sharing Your Personal Data

We may share your personal information in the following circumstances:

- **With Service Providers:** We may share your information with trusted third-party service providers who assist us in operating the website or delivering services, subject to confidentiality obligations.
- **For legal compliance:** We may disclose your data if required by law, court order, or a government authority.
- **For business transfers:** Your information may be transferred in connection with a merger, sale of assets, or acquisition of our business.

- **With affiliates:** We may share information with affiliated entities, who are required to honour this Privacy Policy.
- **With your consent:** We may disclose your information for any other purpose with your explicit consent.

We do not sell your personal information to third parties.

6. Retention of Your Personal Data

ACG Consult retains your personal data only for as long as is necessary for the purposes set out in this Privacy Policy, or as required by law (for example, SARS record-keeping requirements for tax records). We will retain and use your data to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Usage data collected from our website is generally retained for a shorter period, unless it is used to improve the security or functionality of our service, or we are legally obligated to retain it for longer.

7. Security of Your Personal Data

The security of your personal data is important to us. We implement appropriate technical and organisational measures to protect your information against unauthorised access, alteration, disclosure, or destruction. These measures include:

- Encrypted transmission of data via TLS (HTTPS)
- Strong password protection and multi-factor authentication on client-facing systems
- Restricted access to personal data on a need-to-know basis
- Secure storage of output files within our practice management system

Please note that no method of transmission over the internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your data, we cannot guarantee absolute security.

8. Use of AI-Assisted Tools

ACG Consult uses artificial intelligence (AI) assisted tools to support the preparation of documents, correspondence, and internal work product. The following disclosure applies to all clients:

"ACG Consult uses AI-assisted tools (including Anthropic's Claude) to assist with the preparation of documents, correspondence, and internal work product. Your personal and financial information may be processed through these tools solely for the purpose of your matter. All outputs are reviewed and approved by a qualified tax practitioner before delivery. We do not sell your data to third parties. You may contact us at any time to request details of how your information is processed."

AI tools are used strictly in accordance with our internal AI Tool Usage Policy, which governs data minimisation, security settings, and staff obligations. Client data is processed through AI platforms only to the extent necessary for your matter, and all AI-generated outputs are reviewed by a qualified practitioner before delivery.

9. Your Rights Under POPIA

As a data subject under POPIA, you have the following rights in respect of your personal information held by ACG Consult:

Right	What This Means
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Access	You may request a copy of the personal information we hold about you.
Correction	You may request that we correct inaccurate or incomplete personal information.
Deletion	You may request that we delete your personal information, subject to our legal retention obligations.
Objection	You may object to the processing of your personal information in certain circumstances.
Complaint	You have the right to lodge a complaint with the Information Regulator (South Africa) if you believe your rights have been infringed.

To exercise any of these rights, please contact our Information Officer: **Adelien Gouws** at adelien@acgconsult.co.za.

10. Children's Privacy

Our services are not directed at anyone under the age of 18. We do not knowingly collect personal information from minors. If you are aware that a child has provided us with personal data, please contact us immediately and we will take steps to remove that information from our records.

11. Links to Third-Party Websites

Our website may contain links to third-party websites not operated by ACG Consult. We strongly advise you to review the privacy policy of every website you visit. We have no control over and accept no responsibility for the content, privacy policies, or practices of any third-party sites or services.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any material changes by posting the updated policy on our website and, where appropriate, by notifying you directly via email. The "Last Updated" date at the top of this policy will always reflect the most recent revision.

We encourage you to review this Privacy Policy periodically. Continued use of our services after changes are posted constitutes your acceptance of the updated policy.

13. Contact Us

If you have any questions, concerns, or requests relating to this Privacy Policy or the processing of your personal information, please contact our Information Officer:

Information Officer	Adelien Gouws
Practice	ACG Consult
Email	adelien@acgconsult.co.za
Website	www.acgconsult.co.za
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