Website Privacy Policy

and Direct Marketing Consent Statement

Applies to	Visitors to the Crisis of Care website and recipients of email/SMS communications
Owner	Information Officer
Version	08/2026
Legal basis	POPIA 4 of 2013; Consumer Protection Act 68 of 2008 (direct marketing); ECTA 25 of 2002
Next review	Annually, or when the website or marketing tools change

1. Introduction

This Privacy Policy explains what personal information Crisis of Care collects through its website, why, and what rights you have over it. It should be read alongside our full PAIA/POPIA Manual, available on request from our Information Officer.

2. What We Collect

- Contact details you provide through a contact form, referral form, or newsletter sign-up (name, email, phone number).
- Any message or information you choose to share when contacting us.
- Basic website usage information (e.g. pages visited), where cookies or analytics tools are used — see Section 5.

We do not collect sensitive client case information through the website — if you are reaching out for support, our intake process (not the website) is where that information is gathered, under the safeguards described in our PAIA/POPIA Manual.

3. Why We Collect It

- To respond to your enquiry or referral request.
- To send you information you have specifically opted in to receive (e.g. a newsletter or awareness campaign updates).
- To improve our website and understand how it is used.

4. Direct Marketing and Consent

In line with the Consumer Protection Act and POPIA, we only send you marketing communications (newsletters, campaign updates, event invitations) if you have opted in — for example, by ticking a consent box on our contact or

sign-up form. You can withdraw this consent at any time by clicking "unsubscribe" in any email, or by contacting our Information Officer directly. We do not sell or share your contact details with third parties for their own marketing purposes.

5. Cookies and Analytics

Our website may use cookies or a similar technology to understand how visitors use the site. You can control cookies through your browser settings. We do not use cookies to build a profile of your mental health needs or any special personal information.

6. How We Protect Your Information

Information submitted through our website is stored securely and accessed only by staff who need it to respond to you, consistent with the security measures described in our PAIA/POPIA Manual.

7. Your Rights

You have the right to ask what personal information we hold about you, to have it corrected, or to ask us to delete it, by contacting our Information Officer. You also have the right to lodge a complaint with the Information Regulator if you believe your information has been mishandled — full contact details are in our PAIA/POPIA Manual.

8. Contact

Executive Director: Miss Keitumetse Fatimata Moutloatse · crisisofcare@gmail.com · 0694228066

9. Changes to This Policy

This Policy is reviewed at least annually, and updated whenever our website or marketing tools change. The version published on our website is always the current one.