Norcera Privacy Notice

Last updated: 7 July 2026

This Privacy Notice explains how Norcera collects, uses, stores, shares and protects personal information when you visit our website, submit an enquiry, request information, request a demo, or communicate with us.

For the purposes of this Privacy Notice, “Norcera”, “we”, “us” and “our” refer to:

Norcera
operated by Marcel Nortje
Website: www.norcera.co.za
Privacy contact: legal@norcera.co.za

Norcera provides lead response and enquiry management technology for businesses.

1. Scope of this Privacy Notice

This Privacy Notice applies to personal information collected through:

- our website;
- our demo, enquiry and contact forms;
- email communication with us;
- demo, follow-up and related business communication;
- cookies, analytics and tracking tools used on our website, where applicable;
- internal systems used to manage enquiries, demos, reporting, business communication and customer relationships.

This Privacy Notice covers personal information that Norcera collects for its own business purposes.

Where Norcera processes personal information on behalf of a customer as part of a paid service, that processing may also be governed by separate customer agreements, service terms, data processing terms, or other applicable documents.

This Privacy Notice does not apply to third-party websites that may be linked from our website. Those websites are responsible for their own privacy practices.

2. Personal information we collect

When you submit a demo, enquiry or contact form, we may collect the following information:

- full name;
- company name;
- work email address;
- mobile number;
- industry;
- province;
- monthly lead volume;
- usual response time;
- what best describes your interest;
- what you would like Pulse to help with, where you choose to provide this;
- any other information you choose to include in your message or communication with us.

We may also collect technical information when you use our website, including:

- IP address;
- browser type and version;
- device type;
- approximate location based on technical data;
- pages visited;
- limited service interaction records;
- date and time of visits;
- referring website or campaign source;

- cookie and tracking data, where applicable.

We do not intentionally collect special personal information through our website forms. Please do not submit sensitive information, such as identity numbers, financial account details, medical information, or other sensitive personal information, unless we specifically request it for a lawful and necessary purpose.

3. How we collect personal information

We may collect personal information:

- directly from you when you complete a form, request information, request a demo, send us an email, or communicate with us;
- automatically when you use our website, including through cookies, analytics tools, logs and similar technologies, where applicable;
- from your business or employer, where you interact with us in a business capacity;
- from service providers that help us operate our website, manage communication, maintain records, support security, or support our business operations.

4. Why we collect your information

We collect and use personal information for the following purposes:

- to receive and respond to your enquiry;
- to assess your interest in Norcera Pulse;
- to send you a relevant response after you submit a form;
- to arrange a demo or follow-up conversation, where applicable;
- to manage follow-up communication;
- to keep an internal record of enquiries and demo requests;
- to understand what type of lead response support your business may need;
- to prepare simple operational summaries and reports linked to enquiries, lead quality and follow-up activity, where applicable;
- to review and refine our website, forms, messaging and service offering;
- to monitor website performance and visitor behaviour through analytics tools, where applicable;
- to protect our website and systems from spam, abuse, misuse, fraud and security risks;
- to comply with applicable laws, regulatory obligations and lawful requests.

You are not required to submit an enquiry form. However, if you do not provide the information requested in the form, we may not be able to respond properly, assess your enquiry, or provide the next step.

5. How we use enquiry information

When you submit an enquiry or demo request, we use the information you provide to receive, assess and respond to your request.

We may use your information to:

- confirm that we have received your enquiry;
- understand your business needs;
- respond with relevant information;
- arrange a demo or follow-up conversation, where applicable;
- send internal notifications to the appropriate Norcera contact;
- keep a record of the enquiry for business, support and administrative purposes;
- create simple summaries of enquiry activity, lead quality and follow-up activity;
- review and refine our website, forms, communication and service offering;
- protect our website and systems from spam, abuse, misuse and security risks.

We process enquiry information using internal systems and trusted service providers that support our website, communication, records, reporting, security and business operations.

We may keep limited service interaction records to operate Norcera services, support follow-up, maintain records, and provide relevant reporting.

We do not sell your personal information.

6. Direct marketing

If you submit a demo, enquiry or contact form, we may contact you about that specific enquiry, demo request, or related follow-up.

We will not add you to a general marketing list unless you give separate consent, such as by ticking an optional marketing opt-in box.

If you consent to receive marketing communication, you may withdraw your consent or opt out at any time by using the unsubscribe link where provided, or by contacting us at legal@norcera.co.za.

7. Cookies and analytics

Our website may use cookies and similar technologies.

Cookies are small files stored on your device to help a website function, remember preferences, understand performance, or support analytics and marketing tools.

We may use:

Essential cookies

These support basic website functionality, security and reliability.

Analytics cookies

These help us understand how visitors use the website, including traffic, page performance and visitor behaviour, where analytics tools are used.

Marketing and tracking cookies

Where used, these may help us understand campaign performance or support relevant marketing activity.

Where required, we will request your consent before placing non-essential analytics or marketing cookies.

You can manage or disable cookies through your browser settings. Disabling some cookies may affect how the website works.

A separate Cookie Notice may provide more detailed information about the cookies used on the website.

8. Service providers and other recipients

We may share personal information with trusted service providers and other recipients where this is necessary for the purposes described in this Privacy Notice. These may include:

- website, domain, hosting and infrastructure providers;
- email delivery and business communication providers;
- business operations, automation and record-keeping providers;
- analytics and website performance providers, where used;
- marketing technology providers, where you have consented to the relevant tracking or where the law allows it;
- calendar or scheduling providers, where used;
- security, maintenance and technical support providers;
- professional advisers, such as legal, accounting or compliance advisers;
- regulators, public authorities or other parties where required by law.

Our service providers are expected to process personal information only as necessary to provide their services to us, and to apply appropriate security and confidentiality measures.

We do not publish or share your personal information with unrelated third parties for their own independent marketing purposes.

9. International transfers

Some of our service providers may process or store personal information outside South Africa.

Where personal information is transferred outside South Africa, we will take reasonably practicable steps to support lawful transfers and appropriate safeguards.

These safeguards may include appropriate contractual protections, service-provider commitments, security controls, or other lawful transfer mechanisms.

10. How long we keep personal information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, unless a longer period is required or permitted by law.

Our intended retention periods are:

Category	Retention period
Unconverted enquiries and demo requests	Up to 12 months
Customer records	For the duration of the client relationship, plus up to 5 years where needed for legal, tax, contractual or administrative purposes
Email correspondence	Up to 5 years, unless deleted earlier or required for a longer lawful purpose
Server and security logs	30 to 90 days, unless needed to investigate misuse, security incidents or technical issues
Analytics data	According to the retention settings of the analytics tool used
Marketing consent records	For as long as needed to prove consent or manage opt-outs
Reporting and operational summaries	For as long as reasonably needed for customer reporting, service improvement, business records, or legal and administrative purposes

We may delete, anonymise or archive information when it is no longer needed.

11. Security

We take reasonable and appropriate steps to protect personal information from loss, misuse, unauthorised access, disclosure, alteration or destruction. These steps may include:

- controlled access to systems;
- password protection and account security;
- appropriate handling of form submissions;
- limiting access to enquiry records;
- using reputable service providers;
- monitoring for misuse or suspicious activity;
- applying appropriate technical and organisational safeguards.

No system can be guaranteed to be completely secure. If we become aware of a security incident affecting personal information, we will take appropriate steps in line with applicable law.

12. Automated processing

We may use internal tools and processes to help manage, review, prioritise, summarise or respond to enquiries.

We do not use website enquiry information to make automated decisions that produce legal or similarly significant effects without appropriate human involvement.

13. Your rights

You may have the right to:

- ask what personal information we hold about you;
- request access to your personal information;
- ask us to correct or update your personal information;
- ask us to delete personal information where appropriate;
- object to certain processing;
- withdraw consent where processing is based on consent;
- opt out of direct marketing;
- lodge a complaint with the Information Regulator.

To exercise your rights, contact us at legal@norcera.co.za.

We may need to verify your identity before responding to certain requests.

14. Information Regulator

If you believe your personal information has been processed unlawfully, you may lodge a complaint with the South African Information Regulator.

Information Regulator South Africa

Website: inforegulator.org.za

15. Children’s personal information

Our website and services are intended for businesses and adult users.

We do not knowingly collect personal information from children through our website.

If we become aware that a child’s personal information has been submitted without appropriate authority, we will take reasonable steps to delete it.

16. Links to other websites

Our website may include links to third-party websites, tools or platforms.

We are not responsible for the privacy practices, security or content of those third-party websites. You should review their privacy notices before providing personal information to them.

17. Changes to this Privacy Notice

We may update this Privacy Notice from time to time.

The latest version will be published on our website with the updated date shown at the top.

18. Contact us

For privacy questions, access requests, correction requests, deletion requests, objections or direct marketing opt-outs, contact:

Norcera
operated by Marcel Nortje

Email: legal@norcera.co.za

Website: www.norcera.co.za

Information Officer: [insert Information Officer name or role]

Information Officer contact: legal@norcera.co.za