



Effective Date: January 1, 2025

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("Us", "we", or "our") Linc Support Ltd operates the www.lincsupport.com website and our policies can be found on the footer of our website. Services may be enquired with info@lincsupport.com. This file informs you of our policies regarding the collection, use, and disclosure of personal information when you use our Service, which encompasses our website operations, custom application creation, software development, cloud deployment pipelines, and online hosting services.

We will not use or share your information with anyone except as described in this Privacy Policy. We use your personal information for providing and improving the Service. Our operations are fully structurally aligned and compliant with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the South African Protection of Personal Information Act (POPIA).

1. Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

A. Types of Data Collected

Personal Data / Personal Information

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data" under UK GDPR or "Personal Information" under South Africa's POPIA, which explicitly protects both natural living individuals and juristic corporate entities). Personally identifiable information may include:

- Email address
- First name and last name (or corporate/juristic entity name)
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Payment details for transaction verification (actual banking credentials and Direct Debit mandates are managed securely through external tokenization and are not stored on our internal servers)

Usage Data

We may also collect information that your browser sends whenever you visit our Service or when you access the Service by or through a mobile device ("Usage Data").

B. Purpose of Data Collection and Legal Basis (UK GDPR & POPIA)

We process your data based on specific legal grounds under the UK GDPR and POPIA frameworks:

- **To provide and maintain our Service:** The processing is necessary for the performance of a contract with you or to take steps at your request before entering into a contract (e.g., fulfilling application creation, custom software engineering, web development, cloud deployment, and managed online hosting services).
- **To manage your account:** We use your information to manage your registration as a user of the Service and provide access to different functionalities.
- **For payment processing:** Data is used to process client settlements and verify Direct Debit (DD) mandates securely via Wise, which is a necessary function for executing our services.
- **To contact you:** We use your contact information to communicate with you about your projects, software updates, or informational content that generates client leads and engagement.
- **For our legitimate interests:** For business optimization, API security controls, analytics, improving our application hosting infrastructure, and ensuring operational stability, provided these interests do not override your fundamental rights.

2. Data Sharing and Third Parties

We do not sell your personal information for monetary gain or valuable consideration. We only share data with trusted third parties as strictly necessary to provide our services, maintain our deployment architecture, and manage our integrated systems:

- **Payment Processors & Direct Debits (Wise):** Direct Debit instructions and payment information are completely protected, secured, and processed through Wise. Your raw financial account numbers and bank codes are handled exclusively via Wise using tokenized, end-to-end encrypted networks and are never stored directly on our servers. You should review their privacy policies for more information on their exact data handling practices.
- **Customer Relationship Management (Zoho CRM):** Your personal data, project updates, and communications are securely centralized and protected via our integration with Zoho CRM. Zoho utilizes enterprise-grade technical safeguards to prevent unauthorized data exposure, and access is strictly restricted to authorized Linc Support Ltd personnel.
- **Service Providers:** We use third-party companies and individuals to facilitate our Service, such as cloud hosting providers, secure deployment networks, email management platforms, and systems analytics tools. These third parties have access to your Personal Data only to perform these tasks on our behalf and are legally obligated under contract not to disclose or use it for any other purpose.

3. Data Retention

Linc Support Ltd retains your Personal Data/Information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable UK or South African statutory accounting and corporate tax laws), resolve disputes, and enforce our legal agreements and policies.

4. Security of Data and Liability Limitations

The security of your data is paramount to us. We implement appropriate technical and organizational measures, including end-to-end API encryption, secure server firewalls, and cryptographic token authentications, to protect your Personal Data. However, please remember that no method of transmission over the Internet or electronic storage is 100% secure.

Deployment, Development & Hosting Liability: Linc Support Ltd ensures that all custom software development, mobile/web application creation, deployment pipelines, and online hosting infrastructure are delivered using industry-standard security frameworks. However, we explicitly disclaim liability for data breaches, malicious attacks, or service interruptions arising from third-party server infrastructure failures, upstream cloud host provider outages, or unauthorized modifications made to the source code or hosting environment by the client, to the maximum extent permitted by applicable law.

5. Your Data Protection Rights

Under UK GDPR, POPIA, and CalOPPA, you have specific rights regarding your personal information:

- **The right to be informed:** You have the right to be provided with clear, transparent, and easily understandable information about how we use your data.
- **The right of access:** You have the right to request copies of the personal data we hold about you (via Subject Access Requests or South African PAIA requests).
- **The right to rectification:** You have the right to request that we correct any information you believe is inaccurate or complete information you believe is incomplete.
- **The right to erasure ("right to be forgotten"):** You have the right to request that we erase your personal data, under certain conditions.
- **The right to restrict processing:** You have the right to request that we restrict the processing of your personal data, under certain conditions.
- **The right to object to processing:** You have the right to object to our processing of your personal data, under certain conditions (e.g., for direct marketing purposes).
- **The right to data portability:** You have the right to request that we transfer the data we have collected to another organization, or directly to you, under certain conditions.
- **The right to opt-out of data sales (CalOPPA):** We already state we do not sell your data. If this practice changes, a prominent "Do Not Sell My Personal Information" link will be provided.

You can exercise these rights by contacting us using the details below. We will respond to all legitimate requests within the required statutory timeframes (typically one month for GDPR/POPIA).

6. "Do Not Track" (CalOPPA)

CalOPPA requires us to disclose how we respond to "Do Not Track" (DNT) signals. Our website does not currently respond to DNT browser signals.

7. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top. You are advised to review this Privacy Policy periodically for any changes.

8. Information We Access Via Social Media Integrations

When you connect your social media profiles to our Service, interact with integrated social feeds on a website we manage, or use a social media login feature, we may access certain information made available through these secure APIs, subject to your privacy settings on the respective social media platforms (e.g., Instagram, Facebook, LinkedIn):

- **Public Profile Information:** This may include your username, profile picture, and follower count.
- **Interaction Data:** Information related to your interactions with content on our platforms, such as likes, shares, comments, or private messages sent via integrated messaging APIs.

How This Information Is Used

The collected data is used solely for the operational purposes of the website and the services provided:

- **Displaying Content:** To integrate and display public social media feeds on the website for dynamic content updates and enhanced visitor engagement.
- **Managing Interactions:** To facilitate communication by allowing management of messages or comments through a unified interface.
- **Analysing Engagement:** To generate aggregated reports and analytics on content interaction, aiding in the development of business branding strategies.

Your Control Over Information

The extent of the data shared is determined by your privacy settings on the respective social media platform. You can manage or revoke access to your data by adjusting the settings within your social media account or by contacting the service provider to discontinue the API integration. This information is processed based on your consent provided during the integration setup and the legitimate interest in managing and enhancing online engagement.

9. Contact Us / Regulatory Escalation

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us:

- By email: info@lincsupport.com
- By phone number: +27 67 709 0022
- By web: <https://www.lincsupport.com/contact/>



We Listen, We Solve, We Support