

Privacy policy

Mea Creo (Pty) Ltd · last updated 07 October 2026

Draft: this version is awaiting final review.

Mea Creo (Pty) Ltd ("Mea Creo", "we") respects your privacy and processes personal information in line with the Protection of Personal Information Act, 2013 (POPIA). This page is a short summary; our full POPIA statement sets out the detail and your rights.

Who is responsible

Mea Creo is the responsible party for personal information collected through this website and the Mea Creo client portal. Our Information Officer is Dylan Metcalf, at dylan@meacreo.co.za.

What we collect

- When you request a Visibility Report, book a call or contact us: your name, email, company, website and, if you give them, your phone number, role and message.
- When you are a client: contact details of the people who use the portal, files you upload, messages, approvals and billing records.
- Automatically: basic technical information such as IP address and browser type, used for security (for example, to stop abuse of our forms) and to keep the service running.

We analyse public information on your website to produce the Visibility Report. We do not access private systems without your permission.

Why we use it

- To provide what you asked for: your report, your call, a reply to your enquiry, or our services.
- To run your client account: work, approvals, reports, meetings and invoices.
- To contact you about your enquiry. We only send direct marketing as POPIA section 69 allows: if you haven't been in touch with us before, we may ask once for your consent, and every message lets you opt out of all channels.
- To meet legal and accounting obligations.

Automated processing and AI

We use software, including AI models, to analyse websites, prepare drafts and organise work. People at Mea Creo review client-facing work, and nothing is published or sent on your behalf without the approval set out in your agreement. Information sent to AI providers is limited to what the task needs.

Who we share it with

Service providers who help us operate, under agreements that protect your information: hosting and database providers, email delivery, payment processing (Payfast), accounting (Xero) and AI model providers. Some may process information outside South Africa; where they do, we rely on the safeguards POPIA requires. We do not sell personal information.

How long we keep it

Enquiries and leads: up to 24 months after our last contact, unless you become a client. Client records: for the duration of the relationship and as long as tax and accounting law requires afterwards.

Your rights

You may ask to see, correct or delete your personal information, object to processing, or withdraw consent, by contacting us. You may also complain to the Information Regulator of South Africa.

Security

We protect information with access controls, encryption of sensitive credentials, hashed passwords, and logging of administrative actions. No system is perfectly secure; we will notify you and the Regulator of a breach as POPIA requires.