

The Financial Alliance (Pty) Ltd – Privacy and Cookie Policy

Last updated: October 2025

Authorised Financial Services Provider (FSP 6561)

1. Introduction

The Financial Alliance (Pty) Ltd (“TFA”, “we”, “our”, or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and protect personal information in accordance with the Protection of Personal Information Act, 4 of 2013 (“POPIA”) and other applicable laws. By using our website, contacting us, or engaging our services, you agree to this Policy.

2. Who We Are

The Financial Alliance (Pty) Ltd is a Category I Authorised Financial Services Provider regulated by the Financial Sector Conduct Authority (FSCA) under license number FSP 6561. Registered Address: 3 Ostend Avenue, Modderfontein, Johannesburg, South Africa. Email: ops@financialalliance.co.za | Tel: +27 (0)11 501 2000.

3. Personal Information We Collect

We may collect personal information that you voluntarily provide to us through website contact forms, emails, client onboarding, FICA documentation, subscriptions, or telephone communications. This information may include your name, ID or passport number, contact details, financial details, demographic data, and correspondence records. We also collect limited technical data automatically (see section 9 on Cookies).

4. How We Use Your Information

We use personal information to provide financial advice and related services, verify identity under FICA and FSCA regulations, comply with legislation, respond to queries, improve our website, and send service-related notices. We do not sell or rent your information to third parties.

5. Sharing of Information

We may share your information with product providers, insurers, or administrators; regulatory authorities such as FSCA, FIC, and SARS; professional advisors; and service providers (e.g., IT or cloud storage). All third parties are contractually required to protect your data and use it only for authorised purposes.

6. Your Rights

Under POPIA, you have the right to request access to your personal information, request correction or deletion of inaccurate data, object to processing, and lodge complaints with

the Information Regulator. Information Regulator: Website:
<https://www.justice.gov.za/inforeg/> | Email: inforeg@justice.gov.za

7. Security of Information

We use appropriate technical and organisational safeguards to protect your information against loss, unauthorised access, or misuse. All client data is stored securely in password-protected and encrypted systems with restricted access.

8. Retention of Information

We retain personal information only as long as necessary to fulfil the purposes for which it was collected, or as required by law (e.g., FICA recordkeeping).

9. Cookies and Website Analytics

Our website uses cookies to improve user experience and analyse website traffic. Cookies are small text files stored on your device. We use essential, analytics, and preference cookies. You can control or delete cookies in your browser settings. By continuing to use our site, you consent to our cookie use.

10. Cross-Border Data Transfers

Where we work with offshore product providers or platforms, your data may be transferred outside South Africa. We ensure compliance with POPIA and adequate protection measures are in place.

11. Updates to This Policy

We may update this Policy periodically to reflect legal or operational changes. The latest version will always be available on our website.

12. Contact Us

For any privacy-related queries, contact: Privacy Officer – Susan Burrow, The Financial Alliance (Pty) Ltd. Email: ops@financialalliance.co.za | Tel: +27 (0)11 501 2000.

13. Approval

Approved by: The Board of Directors and Information Officer
The Financial Alliance (Pty) Ltd

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