Corporate Privacy Notice

Fakade Innovations (Pty) Ltd, trading as M-Works™

Version 2.1 | Approved | Effective date 25/11/2026

1. Who we are and what this notice covers

Fakade Innovations (Pty) Ltd (registration number 2024/044399/07), referred to as Fakade, M-Works, we or us, processes personal information in accordance with the Protection of Personal Information Act 4 of 2013 (POPIA) and other applicable South African law.

This notice covers fakade.co.za, m-works.co.za, our business communications, software products and professional services, including PAM (Payroll Aggregation), M-Works Pages and Tshapisa where applicable. Product-specific notices and agreements may provide further detail about particular processing activities.

2. Our role in processing personal information

We act as a responsible party when we determine why and how information is processed, such as for enquiries, account administration, our own billing, security and business operations.

We act as an operator where we process personal information on a customer's documented instructions, for example payroll information in PAM or visitor information handled on behalf of a hosted website customer. The customer generally remains the responsible party for those activities. Our Data Processing Agreement and applicable service schedule govern that processing.

3. Information we collect and its sources

- Identity and contact information: names, email addresses, telephone numbers, business details, roles and authorised representative information.
- Enquiry and communication information: demo requests, Business Growth Assessment answers, waitlist registrations, Pages package preferences, website or social links, support requests and correspondence.
- Service information: agreed requirements, customer-supplied website text, images and branding, account and configuration details, service and contractual records.
- Technical information: IP addresses, browser and device information, page requests, performance measurements and security or audit logs, where collected.

Information may come directly from you, your authorised representative, our websites and systems, a customer instructing us to process data, or other lawful sources relevant to the service.

4. Product and service information

PAM may process employee identifiers, employment and payroll information, remuneration, deductions, statutory contributions, bank details where required, and audit records on customer instructions. The applicable customer agreement governs the precise scope.

Pages may process business information, website content, staff images or profiles, domain and hosting details, support requests and, where a particular website requires it, visitor enquiries or booking information. Where a website directs visitors to a business through WhatsApp, the business and the messaging provider handle those communications under their applicable terms and privacy notices.

Tshapisa's current public waitlist collects contact details to provide requested launch information. Further product processing will be described before the relevant functionality is introduced.

We may also process supplier, contractor and personnel information where relevant to our operations, including contractual, contact, payment and legally required records.

5. Why we process information and our lawful grounds

We use personal information only for specified, lawful purposes. Depending on the circumstances, processing is based on consent, steps towards or performance of a contract with the data subject, a legal obligation, protection of a legitimate interest of the data subject, or legitimate interests of Fakade or a third party, subject to POPIA.

- Enquiries, assessments and requested demonstrations: respond, assess requirements and take requested pre-contractual steps.
- Service delivery and administration: provide software and managed services, configure accounts, manage subscriptions, support customers and maintain contractual records.
- Finance and compliance: administer fees, invoices, payments and refunds where applicable, maintain records and meet tax, accounting and other legal obligations.
- Security and operations: protect systems, prevent abuse, troubleshoot and maintain service reliability, where justified by legitimate interests or legal requirements.
- Requested launch notices and marketing: fulfil the specific request or communicate offers only on an applicable lawful basis, including the rules in section 69 of POPIA.
- Optional website analytics: measure page usage and performance to improve the M-Works website, based on your affirmative consent. You may withdraw without affecting the lawfulness of processing before withdrawal.

6. Required and optional information

Our forms identify required and optional fields. Contact and business information may be necessary to respond to an enquiry or deliver an agreed service. If you do not provide required information, we may be unable to respond, enter into an agreement or provide the requested functionality. Information required by law will be identified where applicable. Optional information is not required to submit a request.

Please do not include confidential records, unnecessary identity numbers or other people's personal information in general enquiry forms. If you supply another person's information, ensure that you are authorised to do so.

7. Sharing information and external services

We do not sell, rent or trade personal information. Where necessary and lawful, we share information with authorised personnel, service providers, professional advisers, customers on whose behalf we act, and regulators or other authorities where required by law.

- Cloudflare: website delivery, security, infrastructure and form request handling. Optional website performance and usage analytics on the M-Works homepage and Pages are subject to your consent.
- Mailtrap and email providers: delivery of enquiries and transactional acknowledgements, with message content and delivery records processed as necessary. Mailbox copies may be retained.
- Hosting, domain and technical providers: website and application hosting, domain administration, maintenance and support as applicable.
- External communications and destination services may process information when you choose to follow a link or contact a business. The corporate sites serve their website fonts and required icon assets from their own websites.

Providers acting as operators must be subject to appropriate written obligations for confidentiality, security and processing. Some providers act independently in relation to their own services. We limit disclosure to what is necessary for the applicable purpose.

8. Transfers outside South Africa

Personal information may be processed outside South Africa where our hosting, security or email providers operate. Mailtrap describes US-based email infrastructure. The countries and entities involved depend on the service and account configuration. We must satisfy an applicable condition under section 72 of POPIA before a transfer covered by that section. Depending on the transfer, that may include substantially similar protections through applicable law or a binding agreement, necessary contractual performance or requested pre-contractual steps where permitted, or consent where it is the applicable basis. Contact our Information Officer for information about safeguards that apply to a particular transfer.

Where a transfer requires prior authorisation under POPIA, it must be obtained before processing begins. Providers that act as operators must be subject to written obligations appropriate to their role.

9. Cookies, local storage and website analytics

On the M-Works homepage and M-Works Pages, optional Cloudflare Web Analytics runs only after you choose Accept analytics. It measures website usage and performance without setting analytics cookies. You can choose Decline, change your choice or withdraw consent through Privacy Preferences in either footer. Both pages use the same browser preference. Declining or withdrawing stops further optional reporting and leaves essential site access and enquiry or assessment submissions available.

We keep the choice in first-party browser local storage under mworks_cookie_consent. The Cookies and Website Technologies Policy explains essential technologies, the preference and the analytics data. It describes the M-Works consent control specifically. Sites on a different origin may have their own configuration and disclosures.

10. Communications and marketing

We may send messages necessary to respond to your requests or administer services. Joining a product waitlist does not automatically authorise unrelated marketing. Electronic direct marketing is conducted only where permitted by POPIA, including consent or the applicable existing-customer exception. You may opt out of marketing through the provided channel or by contacting us, without affecting essential service communications.

11. Information security and incidents

We maintain reasonable technical and organisational safeguards appropriate to the information and risk involved. These include encryption in transit, access restrictions, authentication, secure hosting arrangements and system maintenance as applicable. No technical measure can eliminate every risk.

Where we act as a responsible party, we will notify the Information Regulator and affected data subjects of qualifying security compromises in accordance with section 22 of POPIA. Where we act as an operator, we will notify the responsible party immediately in the circumstances required by section 21 and cooperate with its response.

12. Retention, return and deletion

We retain personal information only for as long as necessary for its stated purpose or another lawful retention ground. Enquiries and waitlist information are retained for the relevant follow-up or requested notification; contractual and financial records are kept as necessary for service administration, legal obligations and lawful claims. Logs and backups are subject to applicable operational retention and deletion controls.

Pages website implementations may be archived for 90 days after cancellation or termination under the applicable subscription agreement, to permit content retrieval, restoration or buyout. This does not automatically permit retaining visitor enquiries or other personal information for 90 days. Operator-held information is returned, deleted or retained only in accordance with documented instructions, applicable agreements and law. Archived personal information must remain protected and access limited.

13. Your rights and how to exercise them

Subject to applicable law, you may ask whether we hold information about you, request access to it and information about recipients, seek correction or deletion, object to processing, withdraw consent where processing relies on consent, and object to direct marketing. You may also exercise rights relating to qualifying solely automated decisions under section 71 of POPIA and seek remedies for unlawful processing.

Contact our Information Officer using the details below. We may need proportionate identity verification and the prescribed request process. Where we act solely as operator, we will assist the responsible party with your request. Access to company records is handled in accordance with PAIA and the applicable manual. You may also complain directly to the Information Regulator.

14. Contact and complaints

Information Officer: Ulwazi Mapukata
Fakade Innovations (Pty) Ltd | 50 Winchester Crescent, Morningside, East London, 5247, South Africa
Email: privacy@m-works.co.za
Websites: https://fakade.co.za/ | https://m-works.co.za/

Information Regulator: https://inforegulator.org.za/complaints/
POPIA complaints: POPIAComplaints@inforegulator.org.za

15. Changes to this notice

We review this notice when our processing activities or legal obligations change. The current version and effective date will be published on our corporate websites. Material changes will be communicated where appropriate or required by law.