



Your
Home Journey
Starts Here

Your Trusted Partner

- Property Management
- Rentals
- Sales

Supporting

- Intern Agents
- Intern Training



☎ 082 446 5919

✉ salescoramrs@outlook.com

✉ rentalscoramrs@outlook.com

CORAM REALTY SPECIALISTS

Protection of Personal Information Act (POPIA) Privacy Policy

Effective Date: 19 July 2026

Last Updated: 27 July 2026

1. INTRODUCTION

Coram Realty Specialists ("Coram", "we", "our", or "us") is committed to protecting and respecting your privacy in accordance with the Protection of Personal Information Act, 4 of 2013 ("POPIA").

This Privacy Policy explains how we collect, use, store, process, disclose, and protect your personal information when you interact with our business, website, property listings, rental services, property development projects, and related services.

By using our website or engaging with our services, you acknowledge that you have read and understood this Privacy Policy.

2. COMPANY INFORMATION

Coram Realty Specialists

Website: www.coramrealtyspecialist.co.za

Email: www.coramrealtyspecialist.co.za

Telephone: 082 446 5919

Physical Address: 119 Woodgate road Plumstead

Information Officer: Lizanne Roux

Information Officer Email: www.coramrealtyspecialist.co.za



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3. WHO THIS POLICY APPLIES TO

This policy applies to:

- Property buyers
- Property sellers
- Landlords
- Tenants
- Prospective tenants
- Property owners
- Property investors
- Property developers
- Website visitors
- Contractors and suppliers
- Service providers
- Employees and employment applicants
- Any person who contacts Coram Realty Specialists

4. INFORMATION WE COLLECT

We may collect and process the following personal information:

Personal Identification Information

- Full names
- Identity number
- Passport number
- Date of birth
- Nationality

Contact Information

- Email address
- Telephone numbers
- Physical address



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- Postal address

Property Information

- Property ownership records
- Property preferences
- Property valuations
- Property transaction history
- Lease agreements
- Rental applications

Financial Information

- Bank account details
- Credit history
- Income information
- Employment details
- Tax information
- Proof of funds

Compliance Information

- FICA documentation
- Identity verification documents
- Utility bills
- Proof of residence

Website Information

- IP address
- Device information
- Browser type
- Website activity
- Cookies and tracking information

Marketing Information

- Property interests
- Property search preferences
- Communication preferences



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5. HOW WE COLLECT INFORMATION

We collect personal information:

Directly From You

When you:

- Submit contact forms
- Request property information
- Schedule property viewings
- Buy or sell property
- Apply for rentals
- Subscribe to newsletters
- Contact us via email, telephone, WhatsApp, or social media

Automatically

Through:

- Website cookies
- Analytics software
- Server logs
- Online forms

From Third Parties

Including:

- Property portals
- Credit bureaus
- Attorneys
- Bond originators
- Financial institutions
- Property owners
- Public records
- Government agencies
- Regulatory authorities



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6. PURPOSE OF PROCESSING PERSONAL INFORMATION

We process personal information to:

Property Sales Services

- Facilitate property sales
- Match buyers with suitable properties
- Arrange property viewings
- Prepare offers to purchase
- Facilitate negotiations
- Manage property transactions

Rental Services

- Process rental applications
- Conduct tenant screening
- Perform credit checks
- Verify references
- Manage lease agreements
- Administer rental properties

Property Development Services

- Market development projects
- Manage project enquiries
- Communicate development updates
- Process investment enquiries
- Facilitate project sales

Customer Service

- Respond to enquiries
- Provide requested information
- Manage client relationships
- Resolve complaints



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Legal and Regulatory Compliance

- Comply with FICA requirements
- Comply with PPRA regulations
- Meet legal obligations
- Prevent fraud
- Conduct due diligence

Marketing

- Send property alerts
- Send newsletters
- Provide market updates
- Promote relevant services

Marketing communications will only be sent where consent has been provided or where otherwise permitted by law.

7. LEGAL BASIS FOR PROCESSING

We process personal information on one or more of the following lawful grounds:

- Consent
- Contractual necessity
- Compliance with legal obligations
- Legitimate business interests
- Protection of legitimate interests of clients and stakeholders

8. SHARING OF PERSONAL INFORMATION

We may share information with:

- Property owners
- Buyers and sellers
- Landlords and tenants
- Conveyancing attorneys



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- Bond originators
- Financial institutions
- Credit bureaus
- Property practitioners
- Regulatory authorities
- Service providers
- IT support providers
- Government agencies

We only share information where necessary and lawful.

We do not sell personal information to third parties.

9. SPECIAL PERSONAL INFORMATION

Where required by law or necessary for service delivery, we may process special categories of personal information, subject to POPIA requirements and appropriate safeguards.

10. STORAGE AND SECURITY

We implement reasonable technical and organisational security measures to protect personal information against:

- Loss
- Theft
- Unauthorised access
- Misuse
- Disclosure
- Alteration
- Destruction

Security measures may include:

- Password protection
- Secure hosting
- Firewall protection



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- Access controls
- Data encryption
- Employee confidentiality agreements

11. DATA RETENTION

We retain personal information only for as long as necessary to:

- Fulfil the purpose for which it was collected
- Meet legal requirements
- Resolve disputes
- Enforce agreements

Certain records may be retained for longer periods where required by:

- FICA
- Tax legislation
- PPRA regulations
- Other applicable laws

When information is no longer required, it will be securely deleted or de-identified.

12. YOUR RIGHTS UNDER POPIA

You have the right to:

- Access your personal information
- Correct inaccurate information
- Request deletion of information where legally permissible
- Object to processing
- Withdraw consent
- Restrict direct marketing
- Lodge a complaint

Requests may be submitted to our Information Officer.



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13. DIRECT MARKETING

You may opt out of receiving marketing communications at any time by:

- Clicking unsubscribe links
- Contacting us directly
- Requesting removal from our marketing database

We will honour such requests in accordance with applicable laws.

14. COOKIES

Our website may use cookies to:

- Improve website performance
- Analyse website traffic
- Remember user preferences
- Enhance user experience

You may disable cookies through your browser settings, although some website features may not function correctly.

15. THIRD-PARTY WEBSITES

Our website may contain links to third-party websites.

We are not responsible for the privacy practices of those websites and encourage users to review their respective privacy policies.

16. DATA BREACHES



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Should a data breach occur that may compromise personal information, Coram Realty Specialists will:

- Investigate the incident
- Take remedial action
- Notify affected parties where required
- Notify the Information Regulator where legally required

17. INFORMATION OFFICER CONTACT DETAILS

For all POPIA-related enquiries, requests, objections, corrections, or complaints, contact:

Information Officer: [Insert Name]

Email: [Insert Email]

Telephone: [Insert Number]

Address: [Insert Address]

18. COMPLAINTS TO THE INFORMATION REGULATOR

If you believe your personal information has been processed unlawfully, you may lodge a complaint with:

The Information Regulator (South Africa)

Website: <https://www.justice.gov.za/inforeg/>

Email: POPIAComplaints@inforegulator.org.za

19. POLICY UPDATES

Coram Realty Specialists reserves the right to amend this Privacy Policy from time to time.



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The latest version will always be available on our website.

Continued use of our services following any changes constitutes acceptance of the updated policy.