

PRIVACY POLICY

MyFuture App

Career Guidance and Study Path Application

Effective Date: 19 March 2026

Last Updated: 19 March 2026

Scale Up Consulting (Pty) Ltd

1. Introduction

Scale Up Consulting (Pty) Ltd (“we”, “us”, or “our”) operates MyFuture App (“the App”), a career guidance and study path application designed for learners in South Africa. The App helps users explore career options, study paths, and subject-to-career links, aligned with the Curriculum and Assessment Policy Statement (CAPS) for Life Orientation / Life Skills.

This Privacy Policy explains what information we collect when you use the App, how we use it, how we protect it, and what your rights are. We are committed to transparency and to handling all data responsibly, even where we believe the information we hold does not constitute personal information under South African law.

This Privacy Policy should be read together with our Terms of Use, which govern your use of the App.

2. Our Approach to Your Privacy

We have designed the App with privacy at its core. Our guiding principle is **data minimisation**: we collect only what is strictly necessary to deliver career guidance, and we deliberately do not collect information that would identify you as a specific individual.

We believe that if you cannot be identified from the information we hold, your privacy is best protected. This is not an afterthought — it is how the App was built from the ground up.

3. What Information We Collect

3.1 Information you provide

When you create an account using an activation token provided by your school, you provide the following:

Information	Details	Why we need it
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Activation Token	A code given to you by your school. You enter this once to create your account.	To verify that your school has purchased access and to link your account to the correct school.
Grade Level	You select your grade from a dropdown menu (e.g., Grade 9, Grade 10).	To show you career and study information relevant to your education phase.
Username	You choose your own username. We ask you not to use your real name.	To identify your account within the App so you can log in and see your saved information.
Password	You choose your own password. We store it in hashed (encrypted) form only — we cannot see your actual password.	To secure your account.

Your school name is automatically associated with your account based on the activation token — you do not need to type it in.

3.2 Information generated by your use of the App

As you use the App, the following data is recorded and linked to your account:

- Subjects you select from the dropdown menus
- Career areas and specific careers you explore
- Interest categories you select
- Features you use and content you view
- Bookmarks or saved items
- Session dates and times

This data allows us to provide you with personalised career recommendations and lets you pick up where you left off.

3.3 Technical information collected automatically

When you use the App, our servers automatically record certain technical information:

- IP address (anonymised/truncated within 30 days)
- Device type and operating system
- Browser type and version (if using the web version)
- General access times and dates

This information is used solely for security monitoring, technical troubleshooting, and improving the App's performance. It is not linked to your username or account.

4. What We Do NOT Collect

This is just as important as what we do collect. The App does not collect, request, or store:

- Your real name (first name, surname, or full name)
- Your identity number or date of birth

- Your email address
- Your phone or mobile number
- Your home address or physical location
- Your photograph or any image of you
- Biometric data (fingerprints, facial recognition, etc.)
- Race, religion, health information, political views, or any other sensitive/special personal information
- Financial or payment information (your school handles payment, not you)

We will never ask you for any of the above. If any part of the App asks for this information, please report it to us immediately as it is not authorised.

5. Our Position Under South African Law

The Protection of Personal Information Act 4 of 2013 (“POPIA”) applies to the processing of **personal information** of an **identifiable** natural person.

We have designed the App so that the information we hold — a self-chosen username, a school name, a grade level, and usage activity — does not, in our assessment, identify you or make you reasonably identifiable as a specific natural person. We therefore believe that POPIA’s requirements for processing personal information do not apply to our processing of your data.

However, **regardless of this legal position**, we voluntarily commit to treating your data with the care and security that would be expected if POPIA did apply. We do this because we believe it is the right thing to do, particularly because many of our users are young people.

If you believe we hold information that identifies you — for example, if you used your real name as your username despite our guidance not to — you may contact us to request that it be corrected or deleted. We will accommodate such requests promptly.

6. How We Use Your Data

We use the information associated with your account for the following purposes only:

- To provide you with career guidance, study path information, and subject-to-career recommendations
- To personalise your experience based on your grade, subjects, and interests
- To allow you to save your progress and return to the App across multiple sessions
- To generate aggregated, school-level or grade-level usage reports for your school (for example: “340 Grade 10 sessions explored Engineering this term” — never individual-level reports)
- To improve the App’s content, features, and performance
- To monitor security and prevent misuse

We will NEVER:

- Sell your data to anyone
- Share your data with advertisers or marketers
- Use your data for targeted advertising
- Send you marketing messages (we don't have your contact details)
- Share your individual activity profile with your school, parents, or any third party
- Profile you for any purpose unrelated to career guidance education

7. Who Can See Your Data

Who	What they can see	What they cannot see
You	Everything in your account: your username, grade, subjects, careers explored, bookmarks, and activity	Other users' accounts
Your School	Aggregated reports only (e.g., total Grade 10 sessions, most-explored careers per grade)	Your individual username, activity, or account details
Our Team	Technical data needed for support, security, and App improvement	Your password (it is hashed and unreadable, even to us)
Third Parties	Nothing. We do not share your data with any third party.	Everything. Your data stays with us.

Exception: We may be required to disclose data if compelled by a valid South African court order or other legal process. We will comply with such requirements but only to the minimum extent legally required.

8. How We Protect Your Data

We take the security of your data seriously. Our measures include:

- Encryption of all data in transit using TLS 1.2 or higher (this means data is scrambled while travelling between your device and our servers)
- Encryption of all data at rest (data is scrambled while stored on our servers)
- Passwords are hashed using bcrypt or equivalent — we never store your actual password
- Access to our systems is restricted to authorised personnel only, protected by multi-factor authentication
- Regular security reviews and testing
- Automated monitoring for suspicious activity

No system is 100% secure. If we ever become aware of a security incident affecting your data, we will notify your school within 72 hours and take immediate steps to contain and fix the issue.

9. Where Your Data is Stored

All data is stored on servers located in the **Republic of South Africa**. Your data does not leave the country.

If we ever need to change this (for example, to use a cloud service with servers outside South Africa), we will update this Privacy Policy in advance and ensure that equivalent data protection standards are in place.

10. How Long We Keep Your Data

Your account and associated data are kept for the duration of your school's licence period, plus 6 months. After that, all data associated with your account is securely and permanently deleted.

If you want your data deleted sooner, you can request this at any time (see section 12 below).

IP addresses in server logs are anonymised within 30 days.

11. A Note About Children and Young People

We know that most of our users are school-going learners, many of whom are under 18. This is precisely why we designed the App the way we did — by not collecting personal information, we avoid the risks and complications that come with holding children's data.

We do not knowingly collect any information that would identify a child or any other user. If you believe that a user's account contains identifiable personal information (for example, because a real name was used as a username), please contact us and we will take immediate steps to address it.

12. Your Rights and How to Contact Us

Even though we believe the data we hold does not constitute personal information under POPIA, we voluntarily extend the following rights to all users:

- Right to know: You may ask us what data is associated with your account.
- Right to correction: You may ask us to correct any data associated with your account (for example, if you selected the wrong grade).
- Right to deletion: You may ask us to delete your account and all associated data at any time.
- Right to object: You may object to any use of your data, and we will address your concerns.

To exercise any of these rights, or if you have any questions or concerns about this Privacy Policy, please contact us:

Company: Scale Up Consulting (Pty) Ltd
Email: natasha@myfutureapp.co.za
Telephone: 082 306 2547
Address: 38 Blouberg Crescent, Kempton Park

You also have the right to lodge a complaint with the Information Regulator of South Africa:

Email: complaints.IR@justice.gov.za
Telephone: 012 406 4818
Website: <https://inforegulator.org.za>

13. Cookies and Tracking Technologies

If you use the web version of the App, we may use essential cookies to keep you logged in during your session. We do not use advertising cookies, tracking cookies, or analytics cookies from third-party providers.

If we use any analytics tools to understand how the App is used in aggregate (for example, which features are most popular), these will use anonymised data only and will not track individual users.

14. Third-Party Links

The App may contain links to external websites (for example, university websites or career information portals). We are not responsible for the privacy practices of these external sites. We encourage you to read their privacy policies before providing them with any information.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify users through the App and update the “Last Updated” date at the top of this document.

We encourage you to review this Privacy Policy periodically. Your continued use of the App after changes are posted constitutes acceptance of the updated policy.

16. Governing Law

This Privacy Policy is governed by the laws of the Republic of South Africa.

17. Important Disclaimer

The App provides general career guidance and educational information only. It does **not** constitute professional career counselling, vocational assessment, psychological evaluation, or any form of regulated professional advice. Career and study decisions should be made in consultation with qualified professionals, educators, and family members.