

10.5 POPIA COMPLIANCE

PRIVACY POLICY

For a clear, POPIA-aligned Privacy Policy, you want to cover the essentials without legal overload. Think of it as explaining to a normal person what you collect, why you collect it, and how you protect it.



**PEOPLE
DYNAMICS**

Your goals. In reach. Together.

Main Points to Cover in a Privacy Policy

1. Who You Are

- Your business name and legal status
- Physical address (or registered address)
- Contact details (email and/or phone number)
- Who to contact about privacy or data queries

People should know exactly who is responsible for their data.

2. What Personal Information You Collect

- Names and surnames
- Contact details (email, phone number, address)
- ID numbers (if applicable)
- Payment and banking information
- Employment information (if relevant)
- Website data (IP addresses, cookies, analytics)

Only list data you actually collect.

3. How You Collect Personal Information

- Directly from the individual (forms, emails, contracts)
- Through your website or online platforms
- Via third parties (e.g. payment processors or service providers)

4. Why You Collect and Use the Information

- To provide products or services
- To communicate with customers or clients
- To process payments
- To comply with legal or contractual obligations
- For marketing (where consent has been given)

Each type of data should have a clear purpose.

- **5. Legal Basis for Processing**

- Consent
- Performance of a contract
- Legal obligation
- Legitimate business interests (where applicable)

This shows you're not collecting data arbitrarily.

- **6. How You Store and Protect Personal Information**

- General description of security measures
 - Password protection
 - Access controls
 - Secure systems and backups
- Statement that reasonable safeguards are in place
You don't need technical detail — just reassurance.

- **7. How Long You Keep the Information**

- Retention periods or criteria
- Statement that data is not kept longer than necessary
- Legal or regulatory retention requirements (if relevant)

- **8. Who You Share Personal Information With**

- Employees or internal staff (where necessary)
 - Service providers (IT, accounting, payment processors)
 - Regulatory or legal authorities (where required)
- Confirm that third parties are required to protect the data.*

- **9. Cross-Border Data Transfers (If Applicable)**

- Whether data is stored or processed outside South Africa
 - Assurance that adequate data protection safeguards are in place
- This is important if you use cloud services.*

- **10. Direct Marketing**

- Whether you send marketing communications
- Confirmation that consent is obtained where required
- Clear explanation of opt-out rights

11. Data Subject Rights

Explain that individuals have the right to:

- Access their personal information
- Request corrections
- Request deletion (where legally permitted)
- Object to processing or marketing
- Lodge a complaint with the Information Regulator

12. Cookies and Website Tracking (If You Have a Website)

- What cookies are used
- Why they are used (functionality, analytics, marketing)
- How users can manage or disable cookies

13. Data Breaches

- Commitment to notify affected individuals and the Information Regulator
- Statement that breaches are handled promptly and responsibly

14. Changes to the Privacy Policy

- Notice that the policy may be updated
- How users will be informed of material changes

15. Effective Date

- Date the policy takes effect or was last updated

Practical Tip

A good Privacy Policy is:

- Clear
- Honest
- Written in plain language
- Easy to find (especially on your website)

Overly complex policies often **reduce trust** instead of increasing it.