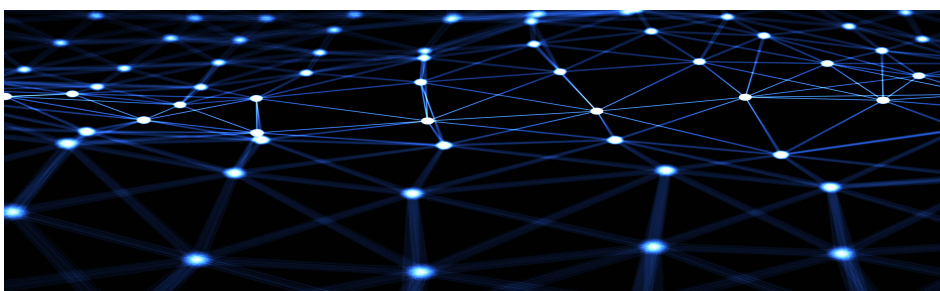


POPI Explained



'POPI' stands for South Africa's Protection of Personal Information Act and it is a comprehensive bit of legislation that focuses on data protection and overseeing the way we process people's data. This law is a work in progress.

World-wide, legislation is being rolled out to ensure information in the digital universe is better managed. In South Africa we have the Constitutional right to privacy and the POPI Act is the vehicle to deliver this right. Each of us are meant to benefit from this Act which offers us some control over those who use our information.

Even though POPI is law, it still has its training wheels on, therefore we can expect teething pains as we come to grips with what is required of us. Big businesses are going to have to improve many of their systems and call on the experts in the fields of privacy, legal, data and even cyber security to ensure compliance.

There is a fair amount to consider:

- Do you have permission by every person on all your databases to have their data?
- Do you have an understanding of the legal obligations imposed upon a business by POPI?
- Are you planning a personal data information audit anytime soon?
- Have you appointed an Information Officer within your business?
- Have you started preparations to facilitate Data Subject Rights?
- Have you set up digital information security measures?
- Are you preparing to tweak your direct marketing practices?
- Have you created a Privacy Policy?

If you answered 'no' to even one of these questions then this article will be of value and hopefully help you avoid getting into trouble.

Jean-Pierre Murray-Kline gets deep into the details. [Click here for the story.](#)



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