

## **POPIA: How DSA Marketing is protecting your personal information?**

DSA Marketing is committed to protecting your personal information in a way that is fair, lawful, and secure.

Why does POPIA matter?

The Protection of Personal Information Act (POPIA), No 4 of 2013 is important because it protects individuals like you (also referred to as data subjects) by not allowing any harm to come to you through the mishandling or misuse of your personal information. The Act commenced on 1 July 2020, and the deadline for organisations to comply is 1 July 2021.

Every person is affected by POPIA, as it strengthens every citizen's right to privacy, afforded by the Constitution of the Republic of South Africa. It sets out some conditions for responsible parties to lawfully process the personal information of individuals.

In line with global best practice, DSA Marketing respects clients' constitutional rights to information privacy, and is committed to protecting the personal information of our clients, employees and business partners in a manner that is fair, lawful and secure. As a reputable lead generation institution, DSA Marketing is committed to a culture of compliance with the law.

## **Why does DSA Marketing require your personal information?**

The Act is important because personal information is crucial for doing business and must be managed securely and responsibly. DSA Marketing holds no collected personal information on site or on any of its servers. All client information is processed securely through the partner channel resulting in secure transmission of data.

POPIA regulates the flow of information in a secure and responsible manner balanced with other rights and constitutional values. As a prospective client, DSA Marketing can assure you that your personal information is collected for legitimate insurance and underwriting purposes.

Should you wish to have your details removed from our database, please email [info@dsamarketing.co.za](mailto:info@dsamarketing.co.za) with your Name and Surname and contact number.