

POPIA: Direct Marketing Authorisation

POPIA DIRECT MARKETING AUTHORISATION

Application for consent by a Data Subject i.e. Customer/Client for the Processing of his/her Personal Information for the purpose of Direct Marketing in terms of section 69(2) of the Protection of Personal Information Act, 2013 (Act no. 4 of 2013) ("POPIA").

Regulations relating to the Protection of Personal Information [Regulation 6]

- **"Direct Marketing"**, as defined in POPIA, means to approach a Data Subject, either in person or by mail or electronic communication, for the direct or indirect purpose of—
 - Promoting or offering to supply, in the ordinary course of business, any goods or services to the data subject; or
 - Requesting the data subject to donate any kind for any reason.
- **"Electronic Communication"**, on the other hand, is defined as "any text, voice, sound, or image message sent over an electronic communications network which is stored in the network or in the recipient's terminal equipment until it is collected by the recipient".

Please submit the completed form to the Information Officer or designated representative of [Click or tap here to enter text.](#), the Responsible Party.

A. Information Officer or designated representative of the Responsible Party:	
Name and Surname	
Designation	
Contact Number	
Email Address	
Specific goods and/or services to be marketed to the Data Subject by the Responsible Party:	

B. Particulars of Data Subject (Customer/Client):	
Name and Surname	
Identity Number	
Postal Address	
Contact Number	
Email Address	
Declaration	
<p>I hereby acknowledge that I understand the following Direct Marketing conditions as provided for in terms of POPIA, and consent to receive Direct Marketing of goods or services by the Responsible Party by means of electronic communication.</p> <ul style="list-style-type: none"> ➤ Processing of my Personal Information in accordance with the Processing Conditions of POPIA ➤ My right to object to such Processing of my Personal Information ➤ My right to opt out of all future Direct Marketing by and from the Responsible Party at any stage ➤ That I may only be contacted once by the Responsible Party to request such consent 	
Consent	
I consent to the following methods of communication:	
Email <input type="checkbox"/>	SMS <input type="checkbox"/>
Fax <input type="checkbox"/>	Other (specify) <input type="checkbox"/> _____
Signature: _____	
Date: _____	