

# What you need to know about

## THE PROTECTION OF PERSONAL INFORMATION ACT (POPI)

POPI is a law that regulates how personal information (of a person or company) is collected, used, stored, disseminated, modified and destroyed.



### Personal information includes

- Contact details
- Demographic data
- Employment/financial/educational/criminal/medical history
- Biometric data
- Opinions of/about a person
- Private correspondence



### POPI states

- Only information for a specific purpose can be collected
- Collected information must be secured and protected
- Information must be relevant and up to date
- Only information that is needed can be stored
- Information can only be stored for as long as it's needed
- People/companies are allowed to view their personal information that has been collected and stored



### Compliance checklist

1. Information officer
2. Company-wide POPI policy
3. Advanced security and encryption software



### Non-compliance can result in

- Fines of up to R10 million
- Jail time of between 1 year and 10 years



### High-risk areas

- Email messages (including incorrect recipients)
- Social media
- Mobile devices and USBs
- Passwords
- Unsecured WiFi networks



### Business benefits

- Increased customer confidence
- Improved database reliability
- Reduced reputational risk

Winstel's ground-breaking IT solutions help businesses mitigate data risks and ensure POPI compliance, improving transparency, reputation and business confidence.