



POPIA:

(Protection of Personal Information Act)

PROCESSING OF PERSONAL INFORMATION

Schmiltz Marketing respects your and/or the establishment's privacy and is committed to treat and protect all your personal information responsibly. We reserve the right to obtain and process all personal information necessary for us to deliver our products and services as requested by clients. The *POPI Act* defines the processing of personal information as follows:

Processing means any activity, and/or operations, whether by automatic means or not, concerning personal information, including—

- (a) the collection, receipt, recording, organisation, collation, storage, updating or modification, retrieval, alteration, consultation or use;*
- (b) dissemination by means of transmission, distribution or making available in any other form; or*
- (c) merging, linking, as well as restriction, degradation, erasure, or destruction of information.*

As long as it is relevant to the conduct of our business, your personal information we already have will be stored and managed responsibly. Should a service level agreement be in place, note that the conditions of the confidentiality clause and/or clause regarding confidential information will apply, in adherence to the *POPI Act* policies. Schmiltz Marketing will solely obtain the necessary information and only process personal information relevant to the reason for collection, or the agreed upon terms.

These reasons include but are not limited to:

- In order to deliver our services or products to you or your establishment, facilitate the product and/or required transactions, as well as maintain our relationship;
- To support you in enquiries about services and products that are relevant to our industry;
- To ensure an efficient backup system in order to retrieve relevant projects from the archive for your benefit and where applicable;
- For purposes of our database, quotations, budgets, invoices, audit and recordkeeping purposes.
- To give recognition to contributors such as editors, journalists, graphic designers, marketers, illustrators, proof-readers, translators, writers, photographers etc. for articles, photo's, advertisements, inserts, contributions etc. which appear in online and printed publications that do contain their personal information. Contributors who prefer that their personal information should not be published in a magazine or publication, should confirm such arrangement per e-mail.
- To give recognition to service providers, such as printers, couriers, mailing houses through online and printed publications. Suppliers must confirm per e-mail if they do not consent to their personal information being published.
- Direct advertising will be maintained according to the current guidelines until the client (receiver of marketing communication) or subscriber indicate that they no longer wish to receive communication from us. An email will be sent to the marketer/service provider to opt-out. Current clients/users will be contacted via email with regards to their opting out, confirming their decision to no longer be included in the database (respecting their wishes). Please note: The client/user's right to fair and responsible marketing is also stipulated in the *Consumer Protection Act 68 of 2008*.

- Schmiltz Marketing will also process your personal information in compliance with legal and regulatory policies or industry codes that we subscribe to or which are relevant to the business and are permitted by law.

The POPI Act defines an 'operator' as the following: "...a person who processes personal information for a responsible party in terms of a contract or mandate, without coming under the direct authority of that party".

It is possible that Schmiltz Marketing will have to share your personal information with service providers and/or operators that are involved in the rendering of certain products or services, in support of services rendered to beforementioned as well as our business. Should information possibly be shared with a third-party, we will assure that the third-party members undertake to handle the information with the same level of responsibility that we do.

Examples of these operators include printers, courier services, translators, proof-readers, marketers, editors, journalists, graphic designers, media companies, auditors, etc. If necessary, we make use of third-party's information systems to process personal information, supporting us to provide the necessary services and products to the client.

This information system currently includes:

1. Pastel & VIP Payroll
2. Microsoft Office (all programmes)
3. Thunderbird
4. Adobe Creative Suite
5. Corel Draw
6. Flipping Book Publisher
7. Format Factory
8. FilleZilla
9. WordPress

Schmiltz Marketing respects and understands that your privacy and personal information is important to you and that it needs to be safeguarded and processed in a legal and lawful manner.

We may currently be in possession of your personal information which may include your first and last name, email address, ID number, a home address, postal address or other physical address, other contact information, your title, gender, occupation and your banking details.

You have the right to request Schmiltz Marketing to update, correct or remove your personal information, authorisation or prior consent, at any given time.

If you have reason to believe that your information is not processed in a correct manner, or that your information is not being used for the original purpose intended, you can contact one of our Deputy Information Officers via email so that we can attend to it immediately.

CONTACT DETAILS:	
Information Officer	Ruth Schultz
Deputy Information Officers	Trudie Smit and Adele Benade
Contact number:	018 468 2716
Email addresses:	accounts@schmiltz.co.za or trudie@schmiltz.co.za