

PAIA MANUAL

in terms of the

PROMOTION OF ACCESS TO INFORMATION ACT 2 OF
2000

“PAIA”

incorporating provisions contained in the

PROTECTION OF PERSONAL INFORMATION ACT 4 OF
2013

“POPIA”

IN RESPECT OF

ESTUARY MEDIA CC

REGISTRATION NUMBER: 2008/209259/23

**T/A DYNAMIC VOICE COMPANY & AL PRODGERS
COMEDY**

(Hereinafter referred to as “Estuary Media”)

PART A

PAIA MANUAL

USERS: INTERNAL AND EXTERNAL

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1. INTRODUCTION

- 1.1 The Promotion of Access to Information Act 2 of 2000 ('the Act') also referred to as "PAIA" came into operation on 9 March 2001 and gives effect to the constitutional right of access to information that is enshrined in section 32 of the Bill of Rights contained in the Constitution of the Republic of South Africa, No. 108 of 1996 ('the Constitution'). Section 32 of the Constitution provides that everyone has the right to access any information held by the state or by another person, where such information is required for the exercise or protection of any legitimate rights and actively promote a society in which the people of South Africa have effective access to information to enable them to more fully exercise and protect all of their rights.
- 1.2 The Act accordingly requires that procedures be put in place by public and private bodies to enable persons to obtain access to records swiftly, affordably and effortlessly. In terms of the Act, a private body includes juristic entities such as companies, close corporations and also includes partnerships and Close Corporations. The Protection of Personal Information Act 4 of 2013, ("POPIA") on the other hand regulates, and *inter alia*, how Personal Information held, received, used and disseminated by a body or person in connection with another party / person is protected and the consent therefore required.
- 1.3 In terms of section 51 of the Act, all private bodies are required to compile an information manual ('PAIA Manual') that provides information on the types and categories of records held by a public or private body and the process that must be followed when requesting information related to such records and information.
- 1.4 Where a request is made in terms of the Act, the body to whom the request is made is obliged to release the information, subject to applicable legislative and/or regulatory requirements, except where the Act expressly provides that the information may be adopted when requesting information from a public or private body.
- 1.5 This document serves as the information manual of Estuary Media CC as required in terms of the Act.

This manual must be read together with our **Privacy Policy – Part B** of this document.

2. Estuary Media's particulars: -

- 2.1 Estuary Media Close Corporation is owned by its members and operates, in general, its business in the fields of communication coaching, voice training and public speaking. Such services are rendered to companies, businesses and private individuals. Estuary Media is a duly registered Close Corporation in South Africa.
- 2.2 This, the PAIA Manual of Estuary Media, is available on Estuary Media's website www.dynamicvoice.co.za & www.alprodgers.co.za and at Estuary Media's business premises, 85 Selborne Road, Johannesburg North, Gauteng, Republic of South Africa, and on request.

The members of Estuary Media CC are: -

Juliette Rose Jenner – Prodgers (CEO) Head of the Private Body and Founder

Alistair Martin Prodgers (Co-Founder)

3. Contact details [Section 51(1)(a) of the Act] - PAIA

Name of body: Estuary Media.
Close Corporation (Registration Number: 2008/209259/23)
Physical address: 85 Selborne Road, Johannesburg North, Gauteng, Republic of South Africa.
Postal address: PO Box 88, Jukskei Park, Gauteng, Republic of South Africa.
Landline number: + 27(0) 74 580 6040
Website: www.dynamicvoice.co.za & www.alprodgers.co.za

Member: Juliette Rose Jenner – Prodgers (CEO) and Head of the Private Body.

Member: Alistair Martin Prodgers

Information Officer by delegation: Ulandi Annandale (Office Manager)

4. PAIA Manual – Purpose of the Act (PAIA)

- 4.1 The purpose of the Act is to promote the right of access to information, to promote and foster a culture of transparency and accountability within Estuary Media by granting the right to information that is required for the exercise or protection of any legitimate right and to actively promote a society in which the citizens of South Africa have effective access to information to enable them to exercise and protect their rights – which includes the rights of minor children.
- 4.2 In order to promote effective governance of private bodies, it is necessary to ensure that everyone is empowered and educated to understand their rights in relation to public and private bodies.
- 4.3 Limitation of Rights: Section 9 of the Act recognises that the right to access information cannot be unlimited and should be subject to justifiable limitations, including, but not limited to:
- 4.3.1 Limitations aimed at the reasonable protection of privacy; and
- 4.3.2 Commercial confidentiality; and
- 4.3.3 Effective, efficient and good governance; and
- 4.3.4 In a manner which balances that right with any other rights, including such rights contained in the Bill of Rights in the Constitution.
- 4.4 This PAIA Manual complies with the requirements of the guide mentioned in section 10 of the Act and recognises that upon commencement of the Protection of Personal Information Act, 4 of 2013 (POPI), that the appointed Information Regulator will be responsible to regulate compliance with the Act and its regulations by private and public bodies.

5. Information Officer

- 5.1 The head of a private body in terms of section 51(1) and (2) of the Act, fulfils the function of compiling and updating the private body's PAIA Manual.
- 5.2 The Information Officer appointed in terms of the Act also refers to the Information Officer as referred to in the POPI Act. The Information Officer oversees the function and responsibilities as required in terms of both PAIA and section 55 of the POPI Act after registering with the Information Regulator.
- 5.3 The Information Regulator may where it is deemed necessary, appoint a deputy Information Officer, as allowed for in section 17 of the Act as well as section 56 of the POPI Act. All requests for access to information in terms of the Act must be addressed to the Information Officer.
- 5.4 Estuary Media CC has appointed the following individual as the Information Officer who will be responsible for dealing with requests for records and information:

Information Officer / (Deputy): - Attention: Ulandi Annandale (Office Manager)

Email address: - info@estuarymedia.co.za

Landline number: + 27(0) 74 580 6040

Physical address: 85 Selborne Road, Johannesburg North, Gauteng, Republic of South Africa

Postal address: PO Box 88 Jukskei Park, Gauteng, Republic of South Africa

Website: www.dynamicvoice.co.za & www.alprodgers.co.za

6. Section 10 Guide

- 6.1 A Guide has been compiled in terms of Section 10 of PAIA by the Human Rights Commission – ("SAHRC"). It contains information on how to access and request information required by a person wishing to exercise any right, contemplated by PAIA.

- 6.2 The Guide is available for inspection, inter alia, at the office of the offices of the Human Rights Commission at Braampark Forum 3, 33 Hoofd St, Braampark, Johannesburg, 2017, Gauteng, South Africa and:

Website: www.sahrc.org.za

E-mail: PAIA@sahrc.org.za

Postal address: Private Bag 2700, Houghton, Gauteng, South Africa, 2041

Telephone: +27 (0)11 877 3600

- 6.3 From 1 July 2021 the contact details will be for: -

Information Regulator South Africa

JD House, 27 Stiemens Street, Braamfontein, Johannesburg, 2001

P.O Box 31533, Braamfontein, Johannesburg, 2017

General enquiries email: info@justice.gov.za.

7. Records available in accordance with other legislation [Section 51(1)(c)]

7.1 Records are kept in accordance with such other legislation as is applicable to Estuary Media which includes, but is not limited to the following legislation:

7.1.1 Promotion of Access to Information Act 2 of 2000

7.1.2 Basic Conditions of Employment Act 75 of 1997

7.1.3 Competition Act 89 of 1998

7.1.4 Financial Intelligence Centre Act 36 of 2000

7.1.5 Income Tax Act 95 of 1967

7.1.6 Insolvency Act 24 of 1936

7.1.7 Labour Relations Act 66 of 1995

7.1.8 National Credit Act 34 of 2005

7.1.9 Occupational Health and Safety Act 85 of 1993

7.1.10 Trademarks Act 194 of 1993

7.1.11 Unemployment Contributions Act 4 of 2002

7.1.12 Unemployment Insurance Act 63 of 2001

7.1.13 Value-Added Tax Act 89 of 1991

7.1.14 Protection of Personal Information Act 4 of 2013

7.1.15 Skills Development Act (Act 97 of 1998 as amended Act 37 of 2008)

7.1.16 ICASA Act 13 of 2000 (as amended)

8. [Section 51(1)(d)] - Subjects and categories of records held

8.1 The records referred to below indicate the categories of information that Estuary Media holds. The information is classified, confidential and grouped according to records relating to the following subjects and categories:

8.1.1 Human resources records: -

8.1.1.1 Personal records provided by employees and staff members of Estuary Media

8.1.1.2 Salary records

8.1.1.3 Conditions of employment and other personnel-related contractual and quasi-legal records

8.1.1.4 Internal evaluation records

8.1.1.5 UIF records

8.1.1.6 PAYE records

8.1.1.7 Leave records

8.1.1.8 Training records

- 8.1.1.9 Human Resources policies and procedures
- 8.1.2 Customer-related records: -
 - 8.1.2.1 Records provided by a customer/client /
 - 8.1.2.2 Records generated internally by or within Estuary Media relating to customer/clients including transactional records
 - 8.1.2.3 Contractual records
- 8.1.3 Financial records: -
 - 8.1.3.1 Annual reports
 - 8.1.3.2 Management reports
 - 8.1.3.3 VAT returns
 - 8.1.3.4 Income tax returns and assessments
 - 8.1.3.5 Invoices
 - 8.1.3.6 Receipts
 - 8.1.3.7 Asset records
 - 8.1.3.8 Insurance policies and claims
- 8.1.4 Company information: -
 - 8.1.4.1 Trademarks
 - 8.1.4.2 Databases
 - 8.1.4.3 Information Technology
 - 8.1.4.4 Marketing records
 - 8.1.4.5 Internal correspondence
 - 8.1.4.6 Operational records
 - 8.1.4.7 Product-related records
 - 8.1.4.8 Internal policies and procedures
 - 8.1.4.9 Compliance records
 - 8.1.4.10 Minutes of meetings (including resolutions taken)
 - 8.1.4.11 Contractual records and information relating to suppliers, service providers, contractors, professional advisors (such as attorneys and auditors) and financiers.
- 8.1.5 Products and services: -
 - 8.1.5.1 Product specifications
 - 8.1.5.2 Product documentation

8.2 The accessibility of the records may be subject to the grounds of refusal set out in the Act. Amongst other, records deemed confidential on the part of a third party, will necessitate permission from the third party concerned, in addition to normal and legislative requirements, before Estuary Media will consider access.

9. Purpose for processing of personal information

9.1 Estuary Media holds, processes, utilizes and disseminate personal information for the following specific, and lawful reasons:

9.1.1 to initiate recruitment of and the management of employees and staff members

9.1.2 to comply with relevant legislation governing employees

9.1.3 to monitor and manage Estuary Media's client base

9.1.4 to engage with contractors and service providers

9.1.5 for marketing and event purposes

9.1.6 to comply with all relevant legislation

10. Data Subjects / Categories and their Personal Information

10.1 The following categories of data subjects' personal information are held, received, compiled and/or used and/or processed and/or disseminated (as the case may be) by Estuary Media:

10.1.1 Employees: records of employees' term of employment

10.1.2 Service providers: records of service providers

10.1.3 Customers/Clients: records of customers/clients

10.1.4 General public: Managing, answering, and responding to general enquiries.

11. Recipients of personal information

11.1 Statutory authorities

11.2 Law enforcement

11.3 Tax authorities

11.4 Financial institutions

11.5 Medical schemes

11.6 Employee pension and provident funds

11.7 Industry bodies

12. Trans-border flows of Personal Information

Estuary Media may transfer data / personal information trans-border in order to store Data with third party cloud/ internet / data storage providers - but do so always in accordance with applicable legislation regarding data protection.

13. Security measures to protect personal information

13.1 Estuary Media has implemented numerous security measures to protect personal information processed by Estuary Media as the Responsible Party in terms of the POPI Act, No. 4 of 2013, which include but are not limited to the following: -

13.1.1 Physical security measures (Offices are equipped with Armed Response alarm systems /Records are kept under Lock and Key – available to authorized persons only for authorized reasons)

13.1.2 Cyber security measures / Regular change of passwords and firewalls

13.1.3 Estuary Media has Access to specialists in cyber security and has policies regarding information security in place.

14. [Section 51(e)] – PAIA - How to make a request for access to information

14.1 The requester must complete Form C (Appendix 1) and submit this form together with a request fee, to the Information Officer of Estuary Media.

14.2 The form must be submitted to the Information Officer of Estuary Media at Estuary Media's address or electronic mail address as stated earlier in this, its PAIA Manual.

14.3 Form of request:

14.3.1 The requester (the person seeking information) must use the prescribed form, as attached in terms of Article 8 (PAIA) of this PAIA Manual, when requesting access to a record. The request must be directed to the Information Officer. This request must be made to the address, fax number or electronic mail address of the body (Estuary Media) concerned, see [s 53(1)] – PAIA.

14.3.2 The requester must provide sufficient detail on the request form to enable the Information Officer to identify the record / information required and the identity / details of the requester.

14.3.3 The requester should indicate in which format the access to the information requested is required.

14.3.4 The requester should indicate if any other manner and/or format is to be used to inform the requester regarding the information required and state the necessary particulars how to be informed [s 53(2)(a) and (b) and (c)] – PAIA.

14.3.5 The requester must identify the right that is sought to be exercised or to be protected and provide an explanation of why the requested record is required for the exercise or protection of that right [s 53(2)(d)] – PAIA.

- 14.3.6 If a request is made on behalf of another person, the requester must submit proof of the capacity in which the requester is making the request on behalf of such other person and to the satisfaction of the designated head of the private body [s 53(2)(f)] – PAIA.
- 14.3.7 A requester who seeks access to a record containing personal information about that requester's own personal information, is not required to pay the request fee.
- 14.3.8 Every other requester, who is not a personal requester, must pay the fee.
- 14.3.9 The information officer of Estuary Media must notify the requester (other than a personal requester) by notice, requiring the requester to pay the prescribed fee (if any) before further processing the request [s 54(1)] – PAIA.
- 14.3.10 The fee that the requester must pay to a private body is currently R50,00. The requester may lodge an application to the court against the tender or payment of the request fees 54(3)(b)] – PAIA.
- 14.3.11 After the Information Officer of Estuary Media has decided on the request, the requester must be notified in the required form and format.
- 14.3.12 On granting of the request to information, a further access fee must be paid for the search, reproduction, preparation and for any time that has exceeded the prescribed hours to search and prepare the record for disclosure [s 54(6)] – PAIA.

15. Availability of this PAIA Manual

This PAIA Manual is available for inspection at the offices (business premises) of Estuary Media, on request, free of charge and on our Website. Please refer to our contact details found in paragraph 3 of this manual.

16. [Section 51(1(f)) – PAIA – Fees

- 16.1 The requester is the person making the request for access to information of a record. The Act mentions two types of requesters: -
- 16.1.1 Personal requester: A person who requests access to his/her own personal information.
- 16.1.2 Other requester: A person requesting access to information of third parties.
- 16.2 The following fees are payable when making a request for information:
- 16.2.1 Request fee: Standard fee payable by other requesters, but not payable by personal requesters, payable at the time that the request is made.
- 16.2.2 Access fee: Payable in all instances where a request for access is granted unless payment of the access fee is specifically excluded in terms of the Act or any regulations

- published pursuant to the Act. This fee is calculated by considering reproduction costs, search and preparation time and cost, as well as postal costs, as the case may be.
- 16.3 The Information Officer may require that requesters pay a deposit in respect of the access fee at the time of making the request. If the request is subsequently declined, the deposit will be refunded.
- 16.4 If a request fee and/or a deposit is payable, the Information Officer will not process the request until payment thereof has been made.
- 16.5 If a request for information is granted, the Information Officer will advise the requester of the amount of the access fee payable before the record will be released.
- 16.6 Bank account details for purposes of making payments can be obtained from the Information Officer and may be made by way of a direct deposit into the designated bank account.
- 16.7 Appendix 2 hereto sets out the amounts payable in respect of the prescribed fees. Request for access to record of private body (POPI Act: Form C).

FORM C – APPENDIX 1

ACCESS TO INFORMATION REQUEST FORM	
Section 53(1) of the Promotion of Access to Information Act, 2000 (Act No. 2 of 2000) [Regulation 10]	
1. PARTICULARS OF PRIVATE BODY	
Requests can be submitted either via conventional mail or e-mail, and should be addressed to the relevant contact person as indicated below:	
Name of Body:	Estuary Media CC
Information Officer:	Ulandi Annandale (Office Manager)
Email address:	info@estuarymedia.co.za attention: (Information Officer) Ulandi Annandale (Office Manager), or
Postal address:	PO Box 88 Jukskei Park, Gauteng, Republic of South Africa
2. PARTICULARS OF REQUESTER (If a Natural Person)	
(a)	Particulars of the person who requests access to the record must be recorded below.
(b)	Furnish a postal address and/or fax and/or an email address in the Republic to which information must be sent.
(c)	Proof of the capacity in which the request is made, if applicable, must be attached.
FULL NAMES AND SURNAME	IDENTITY NUMBER

POSTAL ADDRESS & CODE	EMAIL ADDRESS
PHONE NUMBER	FAX NUMBER

PARTICULARS OF REQUESTER (If a Legal Entity)

- (a) Particulars of the entity that requests access to the record must be recorded below.
- (b) Furnish a postal address and/or an email address and/or fax number in the Republic to which information must be sent.
- (c) Proof of the capacity in which the request is made, if applicable, must be attached.

Name of entity: _____

Registration number: _____
 Postal address: _____
 Postal code: _____
 Phone number: _____
 Fax number: _____
 Email address: _____

3. PARTICULARS OF PERSON ON WHOSE BEHALF REQUEST IS MADE

This section must only be completed if a request for information is made on behalf of another person.

Full names and surname: _____

Identity number:

4. PARTICULARS OF RECORD

- (a) Provide full particulars of the record to which access is requested, including the reference number if it is known to you, to enable the record to be located.
- (b) If the provided space is inadequate, please continue on a separate folio and attach it to this form.

The requester must sign all the additional folios.

Description of record or relevant part of the record:

REFERENCE NUMBER IF AVAILABLE:

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ANY FURTHER PARTICULARS OF RECORDS:

5. FEES

- (a) A request for access to a record, other than a record containing personal information about yourself, will be processed only after a non-refundable request fee of R50-00 has been paid per request.
- (b) The fee payable for access to a record depends on the form in which access is required and the reasonable time required to search for and prepare the record.
- (c) You will be notified of the required amount to be paid as the access fee.
- (d) If you qualify for exemption of the payment of any fee, please state the reason for exemption.

Reason for exemption from payment of fees:

6. FORM OF ACCESS TO RECORD

Form in which record is required. Mark the appropriate box with an X

NOTES:

- (a) Compliance with your request in the specified form may depend on the form in which the record is available.
- (b) Access in the form requested may be refused under certain circumstances. In such a case you will be informed whether access will be granted in another form.
- (c) The fee payable for access to record, if any, will be determined partly by the form in which access is requested.

1. If the record is in written or printed form:

Copy of record*

Inspection of record

2. If record consists of visual images

(this includes photographs, slides, video recordings, computer-generated images, sketches etc.)

View the images

Copy of the images*

Transcription of the images*

3. If the record consists of recorded information that can be reproduced in sound:

Listen to the soundtrack
(compact disc)

Transcription of soundtrack*
(written or printed document)

4. If the record is held on computer or in an electronic or machine-readable form:

Printed copy of record*

Printed copy of information derived from the record*

Copy in computer readable form
(Memory stick or compact disc)

* If you requested a copy or transcription of a record (above), do you wish the copy or transcription to be posted to you? (NB: Postage is payable)

Yes

No

* If you requested a copy or transcription of a record (above), do you wish the copy or transcription to be e-mailed to you? (NB: depending on the volume, e-mail transmission may not be possible)

Yes

No

Note that if the record is not available in the language you prefer, access may be granted in the language in which the record is available. (Cost of translation may be payable)
In which language would you prefer the record?

7. IN THE EVENT OF DISABILITY

If you are prevented by a disability from reading, viewing or listening to the record in the form of access provided for above, state your disability and indicate in the form in which the record is required.

State form of Disability:

Form in which record is required: _____

8. PARTICULARS OF RIGHT TO BE EXERCISED OR PROTECTED

If the provided space is inadequate, please continue on a separate folio and attach it to this form. The requester must sign all the additional folios.

1. Indicate which right is to be exercised or protected:

2 Explain why the record requested is required for exercise or protection of the aforementioned right:

9. NOTICE OF DECISION REGARDING REQUEST FOR ACCESS

You will be notified in writing whether your request has been approved/ denied. If you wish to be informed in another manner, please specify the manner and provide the necessary particulars to enable compliance with your request. How would you prefer to be informed of the decision regarding your request for access to the record?

_____ _____ _____ Signed at _____ this _____ day of _____ 20_____ _____ SIGNATURE OF REQUESTER/PERSON ON WHOSE BEHALF REQUEST IS MADE
--

Appendix 2: SCHEDULE OF FEES

The applicable fees are as follows:

Reproduction fees:	
For every photocopy of an A4 size paper of part thereof	R1,10
For every printed copy of an A4 size page or part thereof held on a computer or in electronic or machine-readable form	R0,75
For a copy in a computer-readable form on stifty disc	R7,50
For a copy in a computer-readable form on a stifty disc compact disc	R70,00
A transcription of visual images, for an A4 size page or part thereof	R40,00
For a copy of visual images	R60,00
Where a requester Request fees (for requests on behalf on behalf of another person submits a request for access to information held by an institution on a person other than the requester himself/herself, a request fee in the amount of R50,00 is payable upfront before the institution will further process the request	
Access fees fee	R50,00
For every photocopy of an A4 size paper or part thereof	R1,10
For every printed copy of an A4 size page or part thereof held on a computer or in electronic or machine-readable form	R0,75
For a copy in a computer-readable form on stifty disc	R7,50
For a copy in a computer-readable form on a stifty disc compact disc	R70,00
A transaction of visual images, for an A4 size page or part thereof	R40,00
For a copy of visual images	R60,00

To search for a record that must be disclosed, R30,00 for every hour or part of an hour reasonably required for such search	R30,00
Where a copy of a record needs to be posted the actual postal fee is payable	
<p>Deposits</p> <p>Where the institution receives a request for access to information held on a person other than the requester him-/herself and the information officer upon receipt of the request is of the opinion that the preparation of the required record of disclosure will take more than 6 (six) hours, a deposit is payable by the requester. The amount of the deposit is equal to 1/3 (one third) of the amount of the applicable access fee.</p>	

THUS APPROVED AND SIGNED ON THIS THE _____ DAY OF _____ 2021
 BY THE CEO OF ESTUARY MEDIA CC:

 JULIETTE R JENNER - PRODGERS
 (CEO / HEAD OF THE PRIVATE BODY)

PART B

PRIVACY POLICY

Protection of Personal Information Act 4 of 2013

ESTUARY MEDIA

CLOSE CORPORATION

REGISTRATION NUMBER: 2008/209259/23

PHYSICAL ADDRESS: 85 SELBORNE ROAD, JOHANNESBURG NORTH, GAUTENG,
REPUBLIC OF SOUTH AFRICA

POSTAL ADDRESS: PO BOX 88 JUJSKEI PARK, GAUTENG, REPUBLIC OF SOUTH
AFRICA

(Trading as “Dynamic Voice Company & Al Prodgers Comedy”)

1. INTRODUCTION

- 1.1 Estuary Media is a duly registered Close Corporation in South Africa. The core business of Estuary Media is the coaching of communication skills, voice training and public speaking.
- 1.2 Estuary Media CC is owned by its members:

Juliette Rose Jenner – Prodgers (CEO & Founder)

Alistair Martin Prodgers (Co-Founder)

The Data Protection Officer and Information Officer (by delegation) of Estuary media is: - Ulandi Annandale (as envisaged in the Protection of Personal Information Act, 4 of 2013).
- 1.3 Estuary Media, “we / us / our” in this, our Privacy Policy (“this Policy”) explains how we protect, process, disseminate and use your/our customers/clients’ Personal Information we collect, as we are sensitive to all person’s personal information.
- 1.4 This Privacy Policy is available on our website and at our reception desk at Estuary Media’s physical address (business premises) on request, as stipulated above. This Policy must be read together with our **Paia Manual** – Part A of this document.

2. PROVISION OF PERSONAL INFORMATION AND CONSENT

- 2.1 By providing us with your Personal Information, you –
- 2.1.1 agree to the terms and conditions set out in this Privacy Policy and authorise us to retain, process, use and disseminate such information as set out herein, and; -
- 2.2.2 authorise **Estuary Media**, its Staff, Members, Service Providers and other third parties to use, disseminate and process your Personal Information for the purposes stated in this Policy.
- 2.2 We will not use your Personal Information for any other purpose than that set out in this Policy and will endeavour to protect your Personal Information that is in our possession, from unauthorised alteration, loss, disclosure, use, dissemination, or access.
- 2.3 Please note that we may review and update this Policy from time to time. The latest version of this Policy is available on request, free of charge, at our offices and available on our website. See our contact details herein below.
- 2.4 This Policy applies to our employees, customers/clients and all external parties with whom we interact, including but not limited to our consultants, agents, individuals, representatives of organisations, visitors to our offices and visitors to our website and social media platforms.
- 2.5 Defined terms used in this Policy are explained herein below, under the heading “Annexure A”.

3. COLLECTION OF PERSONAL INFORMATION

- 3.1 We may collect or obtain Personal Information about you / our customers/clients: -
- 3.1.1 directly from you; -
- 3.1.2 in the course of our relationship with you/our customers/clients; -
- 3.1.3 in the course of operating our business as a communication and coaching company; -
- 3.1.4 when you make your Personal Information public; -
- 3.1.5 when you visit and/or interact with our Website at www.dynamicvoice.co.za & www.alprodgers.co.za or our Facebook social media platform; -
- 3.1.6 when you interact with any third party content or advertising on our Website at www.dynamicvoice.co.za & www.alprodgers.co.za and/or our Facebook social media platform; -

- 3.1.7 when you register to use any of our services;-
- 3.1.8 when you attend any activity and/or event of whatsoever nature at Estuary Media and/or presented and/or organized by Estuary Media; -
- 3.1.9 when you visit our offices.
- 3.2 We may also receive Personal Information about you from third parties (eg, law enforcement authorities).
- 3.3 In addition to the above, we may create Personal Information about you such as records of your communications and interactions with us, including, but not limited to, electronic communications, your attendance at events or at interviews in the course of applying for a job with us, subscription to our newsletters and other mailings and interactions with you and also during the course of our digital and other marketing campaigns in any form.

4. CATEGORIES OF PERSONAL INFORMATION WE MAY USE AND PROCESS

We may use and process the following categories of Personal Information about you -

- 4.1 personal details: full name and surname, photographs; -
- 4.2 demographic information: gender; date of birth / age; nationality; culture, ethnicity, religion, salutation; title; and language preferences; -
- 4.3 identifier information: passport or national identity number; utility provider details; -
- 4.4 contact details: correspondence address; telephone number; mobile number, email address; and details of your public social media profile(s); -
- 4.5 attendance records: details of meetings and other events organised by or on behalf of Estuary Media that you may and/or may not have attended; -
- 4.6 consent records: records of any consents you may have given, together with the date and time, means of consent and any related information; -
- 4.7 payment details: billing address; payment method; bank account number or credit card number; invoice records; payment records; SWIFT details; IBAN details; payment amount; payment date; and records of cheques and EFT payments; -
- 4.8 data relating to your visits to our Website and or social media platforms, your device type; operating system; browser type; browser settings; IP address; language settings; dates and times of connecting to a Website and/or social media platform, and other technical communications information; -
- 4.9 employer details: where you interact with us in your capacity as an employee of an organisation, the name, address, telephone number and email address of your employer, to the extent relevant; and

- 4.10 content and advertising data: records of your interactions with our online advertising and content, records of advertising and content displayed on pages displayed to you, and any interaction you may have had with such content or advertising (including, but not limited to, mouse hover, mouse clicks and any forms you complete).

5. SENSITIVE PERSONAL INFORMATION

- 5.1 Where and when we need to process, disseminate and/or use your Sensitive Personal Information, we will do so in the ordinary course of the operation of Estuary Media, for a legitimate purpose, and in accordance with applicable law.

Children's personal information and special personal information

We do not intentionally collect or use personal information of children (persons under the age of 18 years), unless with express consent of a parent or guardian and/or if the law otherwise allows or requires us to process such personal special information.

6. PURPOSES OF PROCESSING AND LEGAL BASES FOR PROCESSING

- 6.1 We will process your Personal Information in the ordinary course of Estuary Media' business. We will primarily use your Personal Information only for the purpose for which it was originally or primarily collected.

We will use your Personal Information for a secondary purpose only if such purpose constitutes a legitimate interest and is closely related to the original or primary purpose for which the Personal Information was collected. We may subject your Personal Information to processing, use and/or dissemination and during the course of various activities, including, without limitation, the following: -

- 6.1.1 Estuary Media as an operational business;
- 6.1.2 analysis, evaluation, review and collation of information in order to determine legal issues and potential disputes, prepare or comment on opinions, memoranda, agreements, correspondence, reports, publications, documents relating to legal proceedings and other documents and records (whether in electronic or any other medium whatsoever) -
- 6.1.3 compliance with applicable law and fraud prevention;
- 6.1.4 transfer of information to our Service Providers and other third parties or
- 6.1.5 recruitment.
- 6.2 We may process your Personal Information for relationship management and marketing purposes in relation to our services (including, but not limited to, processing that is necessary for the development and improvement of our software provider and training related services), for accounts management, and for marketing activities in order to establish, maintain and/or improve our relationship with you and with our

Service Providers. We may also analyse your Personal Information for statistical purposes.

6.3 We may process your Personal Information for internal management and management reporting purposes, including but not limited to: conducting internal audits, conducting internal investigations, implementing internal business controls, providing central processing facilities, for insurance purposes and for management reporting analysis.

6.4 We may Process your Personal Information for safety and security purposes.

7. DISCLOSURE OF PERSONAL INFORMATION TO THIRD PARTIES

7.1 We may disclose your Personal Information to our Associates, Agents and Service Providers, for legitimate business purposes, in accordance with applicable law and subject to applicable professional and regulatory requirements regarding confidentiality. In addition, we may disclose your Personal Information -

7.1.1 if required by law;

7.1.2 legal and regulatory authorities, upon request, or for the purposes of reporting any actual or suspected breach of applicable law and/or regulation; -

7.1.3 third party Operators (including, but not limited to, data processors such as providers of data hosting services and document review technology and services), located anywhere in the world, subject to clause 7.2; -

7.1.4 where it is necessary for the purposes of, or in connection with, actual or threatened legal proceedings or establishment, exercise or defence of legal rights; -

7.1.5 to any relevant party for the purposes of the prevention, investigation, detection or prosecution of criminal offences or the execution of criminal penalties, including, but not limited to, safeguarding against, and the prevention of threats to, public security; -

7.1.6 to any relevant third party acquirer(s), in the event that we sell or transfer all or any portion of our business or assets (including, but not limited to, in the event of a reorganization, dissolution or liquidation); and

7.1.7 to any relevant third party provider, where our Website and/or social media platforms uses third party advertising, plugins or content.

7.2 If we engage a third party Operator to process any of your Personal Information, we recognise that any Operator who is in a foreign country must be subject to a law, binding corporate rules or binding agreements which provide an adequate level of protection similar to POPIA. We will review our relationships with Operators we engage and, to the extent required by any applicable law if force, we will require such Operators to be bound by contractual obligations to -

7.2.1 only Process such Personal Information in accordance with our prior written instructions; and

7.2.2 use appropriate measures to protect the confidentiality and security of such Personal Information.

8. INTERNATIONAL TRANSFER OF PERSONAL INFORMATION

8.1 We may transfer your Personal Information to recipients outside of the Republic of South Africa.

8.2 Subject to clause 7.2 Personal Information may be transferred outside of the Republic of South Africa provided that the country to which the data is transferred has adopted a law that provides for an adequate level of protection substantially similar to POPIA, the Operator/third party undertakes to protect the Personal Information in line with applicable data protection legislation and the transfer is necessary in order to provide the services that are required by Estuary Media and/or its customers/clients / associates.

9. DATA SECURITY

9.1 We implement appropriate technical and organisational security measures to protect our customers/clients' Personal Information that is in our possession against accidental or unlawful destruction, loss, alteration, unauthorised disclosure, unauthorised access, in accordance with applicable law. We keep hard copies and documentation containing Personal Information, under safe lock and key to which only authorized persons have access to. Electronic data is protected by regular password changes and firewalls.

9.2 Where there are reasonable grounds to believe that your Personal Information that is in our possession has been accessed or acquired by any unauthorised person, we will notify the relevant Regulator and you, unless a public body responsible for detection, prevention or investigation of offences or the relevant regulator informs us that notifying you will impede a criminal investigation.

9.3 Because the internet is an open system, the transmission of information via the internet is not completely secure. Although we will implement all reasonable measures to protect your Personal Information that is in our possession, we cannot guarantee the security of any information transmitted using the internet and we cannot be held liable for any loss of privacy occurring during the course of such transmission.

9.4 Website Links to other sites

When you are using our website or other social media platforms you could be directed to other sites that are beyond our control. We are not responsible for the content or the privacy policies of those third party websites.

10. DATA ACCURACY

The Personal Information provided to Estuary Media should be accurate, complete and up-to-date. Should Personal Information change, the onus is on the provider of such data to notify Estuary Media of the change and provide Estuary Media with the accurate data.

11. DATA MINIMISATION

Estuary Media will restrict its processing of Personal Information to data which is sufficient for the fulfilment of the primary purpose and applicable legitimate purpose for which it was collected.

12. DATA RETENTION

Estuary Media shall only retain and store Personal Information for the period for which the data is required to serve its primary purpose or a legitimate interest or for the period required to comply with an applicable legal requirement, whichever is longer.

13. YOUR LEGAL RIGHTS

You may have rights under the South African and other laws to have access to your Personal Information and to ask us to rectify, erase and restrict use of your Personal Information. You may also have rights to object to your Personal Information being used, to ask for the transfer of Personal Information you have made available to us and to withdraw consent to the use of your Personal Information. You may, therefore, on reasonable grounds, object to us using your Personal Information. If you object, we will stop using your personal information, except if the law allows its use.

Lodging a complaint

If you believe we are using your personal information unlawfully, please let us know first at: info@estuarymedia.co.za attention: **(Information and Data Protection Officer)** Ulandi Annandale (Office Manager)

Landline number: - +27 (0) 74 580 6040

Postal Address: PO Box 88 Jukskei Park, Gauteng, Republic of South Africa

Physical Address: 85 Selborne Road, Johannesburg North, Gauteng, Republic of South Africa

You may lodge a complaint to the Information Regulator (South Africa) with the following contact details:

Complaints email: complaints.IR@justice.gov.za.

General enquiries email: inforeg@justice.gov.za.

Website: <https://www.justice.gov.za/inforeg/index.html>.

Physical address: JD House, 27 Stiemens Street, Braamfontein, Johannesburg, 2001

P.O Box 31533, Braamfontein, Johannesburg, 2017

If you are in the European Union or the United Kingdom, the following details may be used for the relevant regulatory authority: -

GDPR: - The European Commission Online Complaint Procedure:

https://ec.europa.eu/info/about-european-commission/contact/problems-and-complaints/how-make-complaint-eu-level/submit-complaint_en.

Address: European Commission, Secretary-General, B-1049 Brussels, BELGIUM.

The independent Data Protection Authority ("DPA") per member state - Website listing all DPA's per member state:

https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm

Data Protection Act, 1998 (UK): - The Information Commissioner's Office: Website:

<https://ico.org.uk/global/contact-us/> Tel: 0303 123 1113

14. COOKIES AND SIMILAR TECHNOLOGIES POLICY

14.1 We may Process your Personal Information by our use of Cookies and similar technologies in future.

14.2 When you visit our Website and/or social media platforms, we may, in future, place Cookies onto your device, or read Cookies already on your device, subject always in accordance with applicable law. We may, in future, use Cookies to record information about your device, your browser and, in some cases, your preferences and browsing habits. We may, in future, process your Personal Information through Cookies and similar technologies, in accordance with our Cookie Policy, which Policy we shall make available via our websites and/or social media platforms if, and when applicable.

14.3 Cookies are information that is used to track visitor use of a Website and to compile statistical reports on Website activity. If you wish to restrict or block cookies, you can do this through your browser settings.

Social Plugins

We may use social plugins of social networks such as Facebook, YouTube, LinkedIn, Google+ and Twitter.

Please note that we have no influence on or control over the extent of the data retrieved by the social networks' interfaces and we can accordingly not be held responsible or liable for any processing or use of personal information transmitted via these social plugins. For information on the purpose and extent of the data retrieval by the social network concerned, and about the rights and settings possibilities for the protection of your private sphere, please refer to the data protection information provided by the social network in question.

15. DIRECT MARKETING

15.1 We may Process your Personal Information for the purposes of providing you with information regarding services that may be of interest to you. You may unsubscribe for free at any time.

15.2 If you currently receive marketing information from us which you would prefer not to receive in future please notify us at: info@estuarymedia.co.za – Attention: **Information Officer/ Data Protection Officer:**

Ulandi Annandale (Office Manager) - or

Landline number: + 27(0) 74 580 6040 – or

Postal Address: PO Box 88 Jukskei Park, Gauteng, Republic of South Africa

Physical Address: 85 Selborne Road, Johannesburg North, Gauteng, Republic of South Africa

16. CONTACT DETAILS

You may contact us at info@estuarymedia.co.za –

Information Officer / Data Protection Officer: Ulandi Annandale (Office Manager)

Landline: +27 (0) 74 580 6040

Postal Address: PO Box 88 Jukskei Park, Gauteng, Republic of South Africa

Physical Address: 85 Selborne Road, Johannesburg North, Gauteng, Republic of South Africa

ANNEXURE A - DEFINITIONS

"Associates" means and include Estuary Media and where applicable, members, partners, directors, customers/clients, agents, employees, consultants of Estuary Media; if and when applicable.

"Cookie" means a small file that is placed on your device when you visit a website. In this Policy, a reference to a "Cookie" includes analogous technologies such as web beacons and clear Graphic Interchange Format files ("GIFs"). You may disable "cookies" by following the instructions to disable it on any of your devices.

"Operator" means any person or entity that Processes Personal Information on behalf of the Responsible Party.

"Personal Information" means information that is about any individual, or from which any individual is directly or indirectly identifiable, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that individual – which includes children.

Where we refer to "personal information", it means "personal information" as defined in the Protection of Personal Information Act, 4 of 2013 as amended from time to time ("POPI"), and "personal data" as per the General Data Protection Regulation 2016/679 ("the GDPR"). Personal information includes any information about a person that can be used to identify a person directly or indirectly. It includes information like a name, an identification number, location information, an online identifier or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that person. POPI includes the personal information of juristic persons in its ambit – so we will protect the personal information of juristic persons in the same manner as any other person's personal information.

"POPIA" means the Protection of Personal Information Act 4 of 2013, as amended from time to time.

"Process", "Processing" or "Processed" means anything that is done with any Personal Information, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

"Responsible Party" means the entity that decides how and why Personal Information is Processed – For purposes of this Privacy Policy – Estuary Media CC.

"Sensitive Personal Information" means Personal Information about race or ethnicity, political opinions, religious or philosophical beliefs, trade union membership, physical or mental health, sexual life, any actual or alleged criminal offences or penalties, national identification number, or any other information that may be deemed to be sensitive under applicable law.

"Service Provider" – third party providers of various services whom we engage, including, but not limited to, providers of information technology, communication, file storage, data storage, copying, printing, accounting or auditing services, counsel, experts, investigators, attorneys, legal advisors, translators, taxation consultants and our insurers and professional advisors.

"Website" means www.dynamicvoice.co.za & www.alprodggers.co.za or our Facebook social media platform; -operated, or maintained, by us or on our behalf and includes all social media platforms – if and when we operate such Websites and/or social media platforms.

THUS APPROVED AND SIGNED ON THIS THE _____ DAY OF _____ 2021
BY THE CEO OF ESTUARY MEDIA CC: -

JULIETTE R JENNER - PRODGERS