

AFRICAN ONLINE MARKETING

(Registration Number: 2015/201857/07)

Manual in terms of section 51 of the Promotion of
Access to Information Act, 2 of 2000

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PROMOTION OF ACCESS TO INFORMATION ACT, 2 OF 2000 (THE ACT)

SECTION 51 MANUAL OF AFRICAN ONLINE MARKETING (REGISTRATION NUMBER: 2015/201857/07)

1. LIST OF ACRONYMS AND ABBREVIATION

1.1 PAIA	Promotion of Access to Information Act
1.2 POPIA	Protection of Personal Information Act
1.3 REGULATOR	Information Regulator

2. PURPOSE OF PAIA MANUAL

This PAIA Manual is useful for the public to:

- 2.1 Check the categories of records held by the body which are available without a person having to submit a formal PAIA request;
- 2.2 Check the categories of records held by the body which are available without a person having to submit a formal PAIA request;
- 2.3 Know the description of the records of the body which are available in accordance with any other legislation;
- 2.4 Access all the relevant contact details of the Information Officer and Deputy Information Officer who will assist the public with the records they intend to access;
- 2.5 Know the description of the guide on how to use PAIA, as updated by the Regulator and how to obtain access to it;
- 2.6 Know if the body will process personal information, the purpose of processing of personal information and the description of the categories of data subjects and of the information or categories of information relating thereto
- 2.7 Know the description of the categories of data subjects and of the information or categories of information relating thereto;
- 2.8 Know the recipients or categories of recipients to whom the personal information may be supplied;
- 2.9 Know if the body has planned to transfer or process personal information outside the Republic of South Africa and the recipients or categories of recipients to whom the personal information may be supplied; and

2.10 know whether the body has appropriate security measures to ensure the confidentiality, integrity and availability of the personal information which is to be processed.

3. CONTACT PARTICULARS

Head of business:	CASPARUS JOHANNES JACOBUS	Information officer:	CASPARUS JOHANNES JACOBUS
Telephone Number:	0727619653	Telephone Number:	0727619653
E-mail Address:	admin@africanonlinemarketing.com	E-mail Address:	admin@africanonlinemarketing.com
Postal Address:	425 JAN VAN RIEBEECK STREET PRETORIA NORTH PRETORIA 0182	Physical Address:	425 JAN VAN RIEBEECK STREET PRETORIA NORTH PRETORIA 0182
Telephone Number:	0727619653	Fax Number:	0727619653
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4. INTRODUCTION

IMPORTANT NOTICE – DISCLAIMER REGARDING ACCESS TO INFORMATION REQUESTS:

This business supports the constitutional right of access to information and remains committed to full compliance with the Promotion of Access to Information Act (PAIA), the Protection of Personal Information Act (POPIA), and applicable principles of South African law.

Please take note of the following important disclaimers and conditions:

- Official Request Procedure: A request for access to records will only be deemed to have been validly made once the prescribed PAIA request form has been received and acknowledged in writing by our offices.
- No Automatic Right of Access: The inclusion of a category or subject matter in this PAIA Manual does not automatically entitle a requester to access such records. Each request is evaluated on a case-by-case basis.
- Legal Grounds Required: Requests for access to confidential, commercially sensitive, or restricted information must be supported by valid legal authority, such as a court order, client mandate, or statutory right.
- Third-Party Rights: Information relating to third parties, including clients, employees, and suppliers, is protected under POPIA. Access to such personal information will be granted only upon sufficient legal justification and proof of identity.
- Internal Records: This is a privately owned, owner-managed business. Accordingly, internal documents such as financial records, trade secrets, internal policies, or governance documents are not subject to public disclosure unless explicitly required by law.
- Refusal Grounds: Requests that are vague, overly broad, manifestly unreasonable, or in conflict with any applicable legal or ethical obligation may be declined.

•Request Fees: The business reserves the right to levy fees in accordance with the PAIA fee schedule before processing any request.

Manual Revisions: This PAIA Manual is reviewed periodically and may be updated as required by changes in legislation or internal policy.

For further information or to submit an access request, please contact the appointed Information Officer as listed in this Manual.

5. GUIDE ON HOW TO USE PAIA AND HOW TO OBTAIN ACCESS TO THE GUIDE

5.1. The Regulator has, in terms of section 10(1) of PAIA, as amended, updated and made available the revised Guide on how to use PAIA (“Guide”), in an easily comprehensible form and manner, as may reasonably be required by a person who wishes to exercise any right contemplated in PAIA and POPIA.

5.2. The Guide is available in each of the official languages and in braille.

5.3. The aforesaid Guide contains the description of:

5.3.1. the objects of PAIA and POPIA;

5.3.2. the postal and street address, phone and fax number and, if available, electronic mail address of:

5.3.2.1. the Information Officer of every public body, and

5.3.2.2. every Deputy Information Officer of every public and private body designated in terms of section 17(1) of PAIA and section 56 of POPIA;

5.3.3. the manner and form of a request for:

5.3.3.1. access to a record of a public body contemplated in section 11 ; and

5.3.3.2. access to a record of a private body contemplated in section 50 ;

5.3.4. the assistance available from the Information Officer of a public body in terms of PAIA and POPIA;

5.3.5. the assistance available from the Regulator in terms of PAIA and POPIA;

5.3.6. all remedies in law available regarding an act or failure to act in respect of a right or duty conferred or imposed by PAIA and POPIA, including the manner of lodging:

5.3.6.1. an internal appeal;

5.3.6.2. a complaint to the Regulator; and

5.3.6.3. an application with a court against a decision by the information officer of a public body, a decision on internal appeal or a decision by the Regulator or a decision of the head of a private body;

5.3.7. the provisions of sections 14 and 51 requiring a public body and private body, respectively, to compile a manual, and how to obtain access to a manual;

5.3.8. the provisions of sections 15 and 52 providing for the voluntary disclosure of categories of records by a public body and private body, respectively;

5.3.9. the notices issued in terms of sections 22 and 54 regarding fees to be paid in relation to requests for access; and

5.3.10. the regulations made in terms of section 92.

5.4. Members of the public can inspect or make copies of the Guide from the offices of the public and private bodies, including the office of the Regulator, during normal working hours.

5.5. The Guide can also be obtained-

5.5.1. upon request to the Information Officer;

5.5.2. from the website of the Regulator (<https://www.justice.gov.za/infoereg/>).

5.6 A copy of the Guide is also available in Afrikaans and English, for public inspection during normal office hours at the offices of the private body.

6. FACILITATION OF A REQUEST FOR ACCESS TO INFORMATION

Information which is not readily available as indicated in this manual, may be requested in accordance with the procedure prescribed in terms of The Act and section 11 of this manual. Copies of the prescribed forms to be completed for submitting a request, are available from the private body, upon request to the information officer.

7. INFORMATION AVAILABLE IN TERMS OF OTHER APPLICABLE LEGISLATION

- Arbitration Act 42 of 1965
- Auditing Profession Act 26 of 2005
- Basic Conditions of Employment Act 75 of 1997
- Broad-based Black Economic Empowerment Act 53 of 2003
- Companies Act 71 of 2008
- Consumer Protection Act 68 of 2008
- Competition Act 89 of 1998
- Compensation for Occupational Injuries and Health Diseases Act 130 of 1993
- Copyright Act 98 of 1978
- Employment Tax Incentive Act 26 of 2013
- Financial Intelligence Centre Act 38 of 2001
- Income Tax Act 58 of 1962
- Insolvency Act 24 of 1936
- Labour Relations Act 66 of 1995
- National Credit Act 34 of 2005
- National Qualifications Framework Act 67 of 2008
- Occupational Health and Safety Act 85 of 1993
- Prevention of Organised Crime Act 121 of 1998
- Prevention and Combatting of Corrupt Activities Act 12 of 2004
- Promotion of Access to Information Act 2 of 2000
- Promotion of Equality and Prevention of Unfair Discrimination Act of 4 of 2000
- Protection of Personal Information Act 4 of 2013
- South African Revenue Services Act 34 of 1997
- Skills Development Levies Act 9 of 1999
- Skills Development Act 97 of 1998

- Statistics Act of 6 of 1999
- Tax Administration Act 28 of 2011
- Trade Marks Act 194 of 1993
- Unemployment Contributions Act 4 of 2002
- Unemployment Insurance Act 63 of 2001
- Value Added Tax Act 89 of 1991

8. INFORMATION AUTOMATICALLY AVAILABLE

- Newsletters
- Pamphlets \ Brochures
- Posters
- Pricelists
- Marketing and Promotional Material

9. DESCRIPTION OF THE SUBJECTS ON WHICH THE BODY HOLDS RECORDS AND CATEGORIES OF RECORDS HELD ON EACH SUBJECT BY THE BODY

Statutory Business Records

- Certificate of Incorporation
- Memorandum of Incorporation
- Founding Statements and Amendments

Personnel Records

- Attendance register
- Health and safety records
- Leave applications
- UIF, PAYE and SDL returns
- Workmen's Compensation Documents

Sales and Marketing

- Brochures, newsletters and marketing material
- Media releases
- Products
- Public relations policies and procedures
- Service and product information

Other Records

- N/A

10. REQUESTING PROCEDURE

A person who wants access to the records must complete the necessary request forms that is available at the offices of The private body, or can be accessed on www.justice.gov.za/inforeg. The completed request form must be sent to the address or fax number provided in this manual and marked for the attention of the Information Officer.

Please provide sufficient details to enable the body to identify

- a. The record(s) requested
- b. The requester (and if an agent is lodging the request, proof of capacity)
- c. The form of access required
- d. The postal address or fax number of the requester in the Republic
- e. If the requester wishes to be informed of the decision in any manner (in addition to written) the manner and particulars thereof
- f. The right which the requester is seeking to exercise or protect with an explanation of the reason the record is required to exercise or protect the right.

11. PROTECTION OF PERSONAL INFORMATION PROCESSED

AFRICAN ONLINE MARKETING The body is committed to protecting the privacy of personal information of our data subjects. The information you share with us as a data subject allows us to provide you with the best experience with our products and services, or as a stakeholder.

AFRICAN ONLINE MARKETING The body has dedicated policies and procedures in place to protect all personal information collected and processed by us. Please read below for more information on how we collect, process, use and disclose personal information.

11.1 The purpose of processing of personal information

We process personal information for various reasons, including but not limited to the following:

- To help us identify data subjects when they contact us
- Legal or contractual purposes

11.2 Data subject categories and personal information processed

Business partners	Email address Financial history ID number Location information Physical address Telephone number
Customers	Age Colour

11.2 Data subject categories and personal information processed (Continued)

<p>Customers</p>	<p>Disability Email address Financial history Gender Health Information ID number Language and birth of the person Location information Marital status Medical history Name of individual if it appears with other personal information National, ethnic or social origin Online identifier Personal opinions Physical address Physical or mental health Race Sex Telephone number Views or preferences of the person</p>
<p>Employees</p>	<p>Age Belief Biometric information Blood type Colour Conscience Correspondence sent by the person that is implicitly or explicitly of a private or confidential nature, or further correspondence that would reveal the contents of the original correspondence Criminal history, alleged commission of offence and proceedings in respect of these offences Culture Disability Education history Email address Employment history Financial history Gender Health Information ID number Language and birth of the person Location information Marital status Medical history Name of individual if it appears with other personal information National, ethnic or social origin Online identifier Personal opinions Physical address Physical or mental health Pregnancy Race Religion Sex Sex life Sexual orientation Telephone number The views or opinions of another individual about the person Views or preferences of the person Well being</p>

Group companies	Email address ID number Location information Name of individual if it appears with other personal information
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11.2 Data subject categories and personal information processed (Continued)

<p>Prospective employee</p>	<p>Age Belief Biometric information Colour Conscience Criminal history, alleged commission of offence and proceedings in respect of these offences Culture Disability Education history Email address Employment history Financial history Gender Health Information ID number Language and birth of the person Location information Marital status Medical history National, ethnic or social origin Online identifier Personal opinions Physical address Physical or mental health Pregnancy Race Religion Sex Sex life Sexual orientation Telephone number The views or opinions of another individual about the person Views or preferences of the person Well being</p>
<p>Students</p>	<p>Age Disability Education history Email address Employment history Gender Health Information ID number Language and birth of the person Location information Medical history Name of individual if it appears with other personal information National, ethnic or social origin Physical address Physical or mental health Telephone number</p>
<p>Suppliers</p>	<p>Email address Financial history ID number Location information Physical address Telephone number</p>
<p>Visitors (Walk in)</p>	<p>Age Disability Education history Email address Employment history</p>

11.2 Data subject categories and personal information processed (Continued)

Visitors (Walk in)	Financial history Gender Health Information ID number Language and birth of the person Location information Marital status Medical history Name of individual if it appears with other personal information National, ethnic or social origin Online identifier Personal opinions Physical address Physical or mental health Race Sex Telephone number Views or preferences of the person
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11.3 Recipients with whom personal information is shared

In processing your personal information, we may share it within the group of companies or with other third parties. These include but are not limited to:

- Statutory authorities
- Law enforcement agencies
- Tax authorities
- Email management and distribution tools
- Data storage providers
- Server hosts
- Agents
- Service providers

11.4 Security measures implemented to protect personal information

We have identified our security risks over the personal information we process in line with the Protection of Personal Information Act, and we have implemented various security measures to ensure reasonable protection against the risk of loss, misuse, unauthorised access and disclosure, alteration and destruction of the personal information.

We also take steps to ensure that operators that process personal information on behalf of company name apply adequate safeguards as outlined above.

11.5 Trans-border flows of personal information

We may transfer to, and store personal information we collect about you, in countries other than South Africa, if the relevant business transactions or situation requires trans-border processing. These countries may not have the same data protection laws as South Africa, and in this instance, we will only transfer the information if we have consent from you, or it is necessary for the performance or conclusion of a contract between us.

11.6 Personal information received from third parties

When we receive personal information from a third party on behalf of a data subject, we assume confirmation that they have written consent from the data subject that they are aware of the contents of this PAIA manual and the Privacy Policy, and do not have any objection to our processing their information in accordance with this policy.

Where information on third parties is provided by a data subject, or a third party provides information on a data subject, that information may be taken into account with other personal information.

11.7 Data Breaches

Where there are reasonable grounds to believe that the personal information of a data subject has been accessed or acquired by any unauthorised person, the body shall notify:

- a) the Regulator; and
- b) the data subject, unless the identity of such data subject cannot be established.

The notification will be made as soon as reasonably possible after the discovery of the compromise, taking into account the legitimate needs of law enforcement or any measures reasonably necessary to determine the scope of the compromise and to restore the integrity of the responsible party's information system.

12. AVAILABILITY OF THE MANUAL

12.1 A copy of the Manual is available-

- 12.1.1 on our website, if any;
- 12.1.2 head office of the body for public inspection during normal business hours;
- 12.1.3 to any person upon request and upon the payment of a reasonable prescribed fee; and
- 12.1.4 to the Information Regulator upon request.

12.2 A fee for a copy of the Manual, as contemplated in annexure B of the Regulations, shall be payable per each A4-size photocopy made.

13. UPDATING OF THE MANUAL

The head of the private body will on a regular basis update this manual.