



# The Provisions and Impact of the POPI Act

*Presented by Rui Lopes*



1  
Day



Classroom  
or Online



R 5, 000  
Excl. VAT

Discover how to **protect your data** and make your organisation **POPI compliant** in this 1 day seminar!



## About this Course:



In 2013, South Africa passed the Protection of Personal Information Act (POPI). Although it predates the GDPR, it's often referred to as South Africa's GDPR equivalent. The goal of the POPI Act is to protect data subjects from security breaches, theft, and discrimination.

With POPI coming into full effect from 1 July 2021, it is crucial for every manager and executive to understand how the processing and management of personal information will change in order to meet the requirements of POPIA.

This comprehensive 1 day POPI and data protection seminar presented by legal expert, Rui Lopes, will help you understand the full implications of the POPI Act and how it will influence your business going forward. Rui will go into detail about how to make your organisation compliant, how to process and manage data in future, as well as the consequences of non-compliance.

### Course Information



1 Day



Accessible on any Device  
From any Location



Digital Badge on completion



Certificate of Attendance

### What can you expect to learn

- Understanding the purpose of POPI, what is it, and why it so important for your business
- Discovering why data protection will impact your reputation
- Understanding the need for POPI, and how to achieve legal compliance both locally and internationally
- Determining who POPI applies to and when it doesn't apply
- Understanding who is responsible for compliance and the functions of public bodies
- Discovering if personal information obtained prior to POPI coming into effect is applicable to the POPI Act
- Gaining an overview of the principles of processing data under the POPI Act
- Identifying data processing limitations and knowing the essential security safeguards
- Realising how POPI will impact your direct marketing
- Understanding the additional rights & obligations businesses need to obtain – prior authorisation and 3<sup>rd</sup> party information
- Discovering the role of the information officer
- Understanding how POPI will be enforced and learning strategies to ensure compliance
- The various sanctions and penalties businesses could receive if they are in breach of the POPI act



**“We now need to deal far more diligently with the information we collect.”**

**- Ahmore Burger-Smidt**

### Features of this Module



#### No Geographical Barriers

Delegates can attend no matter where they are situated



#### Cost-Effective Training

Gain vital knowledge and understanding about POPI but at a cost-effective price



#### Agile and Flexible Training

The Seminar is accessible to delegates through traditional training or online



#### Experienced Facilitator

This seminar is presented by an expert and subject-matter expert in the field

## Course Itinerary

**09:00-10:00**

Introduction to POPI and who it applies to

**10:15-12:30**

Data Processing Principles (an In-Depth Analysis)

**12:30-13:00**

Break

**13:00-14:00**

Additional Rights and Obligations Applicable (an In-Depth Analysis)

**14:15-15:00**

The Role of the Information Officer

**15:15-16:30**

Enforcement of POPI and Practical Strategies for ensuring compliance



## Course Programme

### Introduction to POPI and who it applies to

- The purpose of POPI
- When it is going to be effective (grace period etc.)
- Why does POPI matter
- Personal Information as an asset
- Lawful processing underlying POPI
- Protection of your reputation
- Compliance and the need for it
- Legal compliance, an international perspective
- The Information Regulator (an overview)
- How to determine whether POPI applies to you
- Is the business processing?
- Is the personal information being entered into a record?
- Is the personal information being done by a responsible party?
- Is the processing being done in South Africa?
- Who is responsible for compliance and when must compliance be considered?
- When does POPI not apply?
- Personal and household activities
- De-identified information
- Certain functions of public bodies
- Journalistic, literary and artistic purposes
- Exemptions by the Information Regulator
- Exemptions in respect of certain functions
- Does Personal Information obtained prior to POPI coming into effect have to comply with POPI?

### Data Processing Principles (an In-Depth Analysis)

- Processing Limitation
- Purpose Specification
- Further processing limitation
- Information quality
- Openness
- Security Safeguards
- Data Subject Participation

### Additional Rights and Obligations Applicable (an In-Depth Analysis)

- Special Personal Information
- Processing of Children's Personal Information
- Direct Marketing
- Profiling of Data Subjects Based on Automated Processing of Personal Information
- Personal Information Being Processed By Third Parties
- Prior Authorisation

### The Role of the Information Officer

- The Role of the Information Officer

### Enforcement of POPI and Practical Strategies for Ensuring Compliance

- How POPI will be enforced
- Sanction for non-compliance
- Current Trends
- Strategies for ensuring compliance

## Who is this course for

- Managers, executives, and anyone who manages and processes confidential data and information
- Anyone who requires a comprehensive understanding the POPI Act and data protection
- Anyone that would like a comprehensive understanding of what POPI entails and how to implement it in their organisation
- Anyone with a desire for getting their company better equipped to deal with the new regulation

## Meet your Programme Facilitator



**Mr Rui Lopes**

Managing Director,  
Lopes Attorneys



Rui has assisted in advising clients in Business Rescue proceedings within the South African company law landscape and has assisted clients with regulatory related queries in an array of fields, including **cannabis, broadcasting, the motor industry and data privacy**. Rui is experienced in assisting a variety of clients around compliance with **animal welfare legislation**, as well as having undertaken a number of litigious matters for clients seeking to safeguard animal welfare in South Africa. Rui's knowledge of animal law is a distinguishing factor for Lopes Attorneys, as their dedicated animal welfare division is one of very few in South Africa that specialises in the area.

Rui has also assisted with conducting various **arbitrations and compliance investigations** for multinational clients in relation to potential contraventions the United States' Foreign Corrupt Practices Act and the UK's Bribery Act, in both English and in Portuguese. Due to Rui's multilingual capabilities, he has assisted clients with the acquisition of entities based in Portugal and Mozambique.

Rui has published numerous articles and has written extensively on numerous judgments coming out of the South African courts, which impact clients on a day-to-day basis. He was shortlisted at the **African Legal Awards in the category of Private Practice's Most Promising Newcomer for 2020**.

## Other Similar Offerings

### General Awareness on the POPI Act

**Duration:** ½ Day

**Price:** R 2 500 Excluding VAT

**Target Audience:** Any business professional

With POPI coming into full effect from 1 July 2021, it is crucial for every individual that processes personal information in a business, to be aware and understand the requirements of POPIA. Mr Rui Lopes, also offers a half day seminar, which will provide professionals at all levels with valuable insight to understand the essentials of the POPI Act - how it affects them and the company going forward.



## GET IN TOUCH TO CONFIRM YOUR REGISTRATION



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