

## SAPA Presentation Protection of Personal Information Law



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# What will this presentation cover?

## Key PPI risks

### PPI Risks

- Risk 1: Regulation of the entire data life cycle
- Risk 2: Collecting analysing and using customer data
- Risk 3: Outsourcing data relevant functions
- Risk 4: Cross-border transfer of data
- Risk 5: Special PI
- Risk 6: The compliance function



# Risk 1: Regulation of the entire data life cycle

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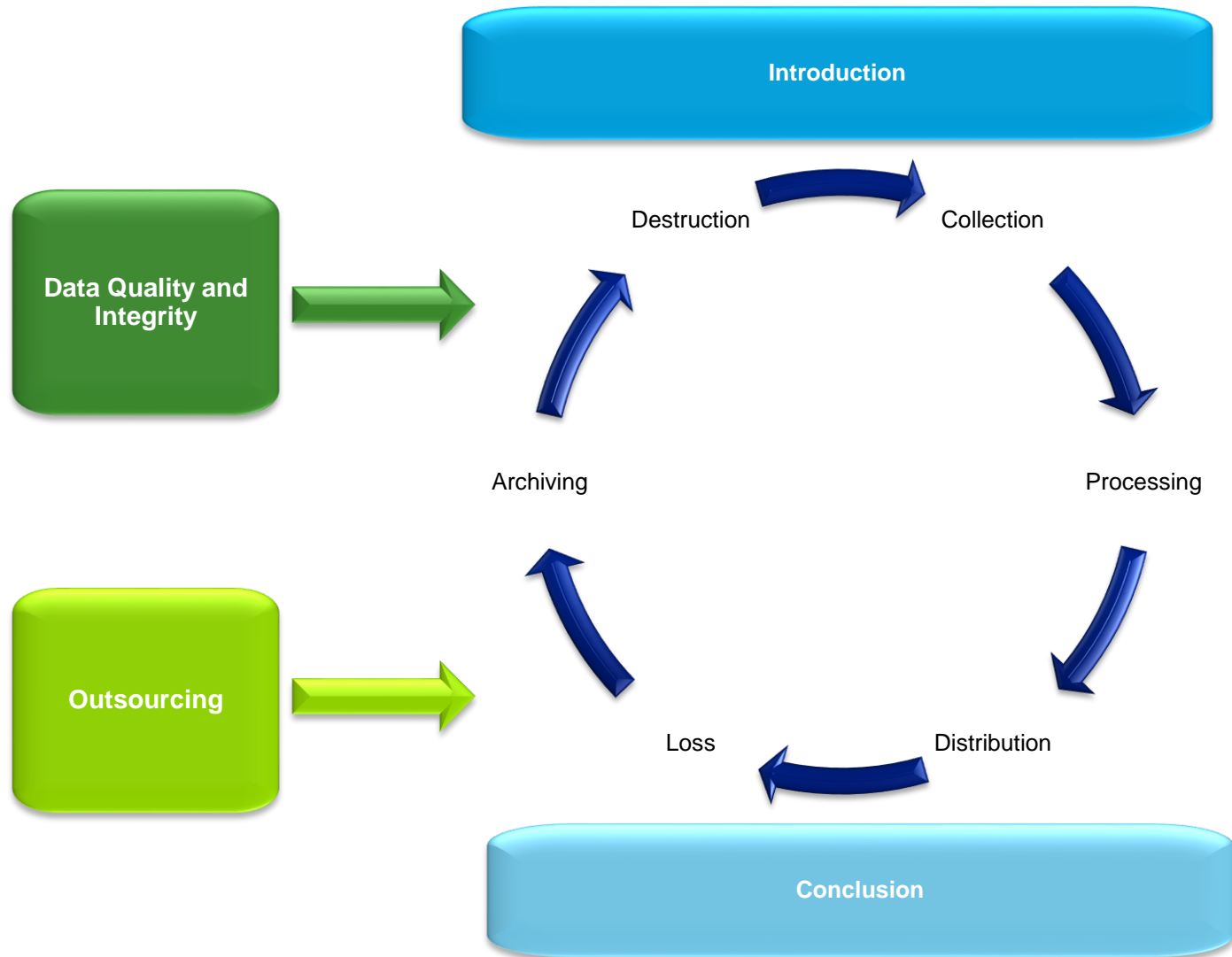
**Key Conditions**



**Additional Requirements**

- **Special Personal Information**
- **Information about children**
- **Information Regulator**
- **Direct Marketing**
- **Trans-border Information Flows**

# The full data lifecycle

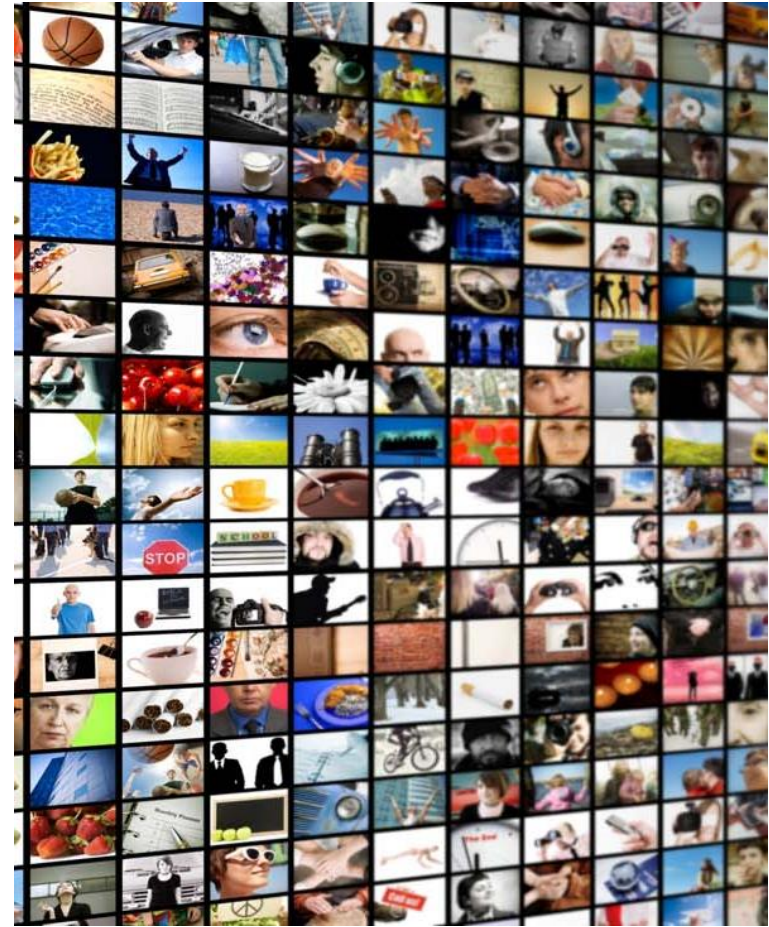


# Risk 2: Collecting, analysing and using customer data

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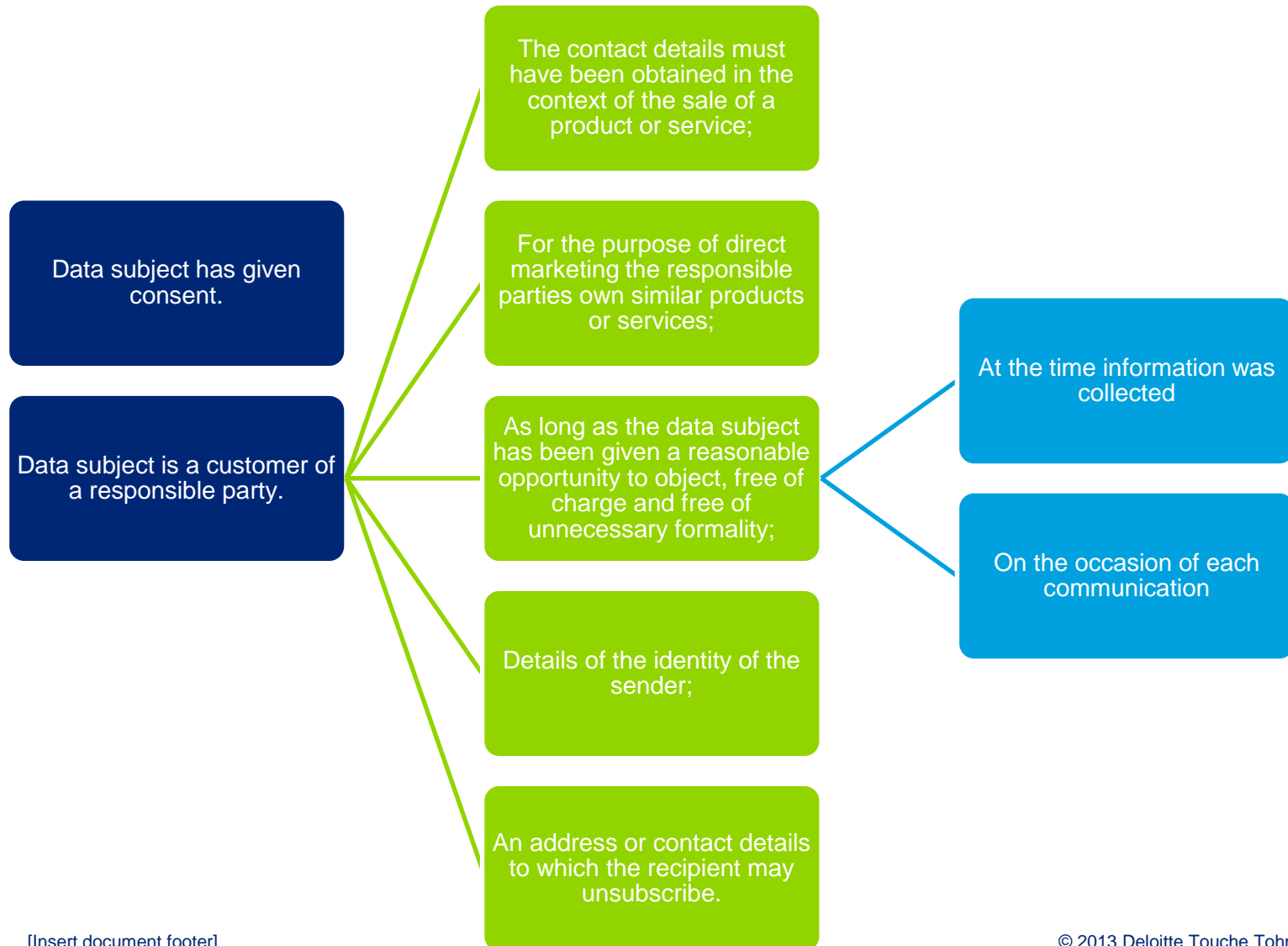
Consent in the direct marketing space, analytics tools and business intelligence

## Can you or can't you?



# Risk 2: Collecting, analysing and using customer data

## Direct Marketing





# T&Cs / Privacy Policy



# Risk 3: Outsourcing data relevant functions

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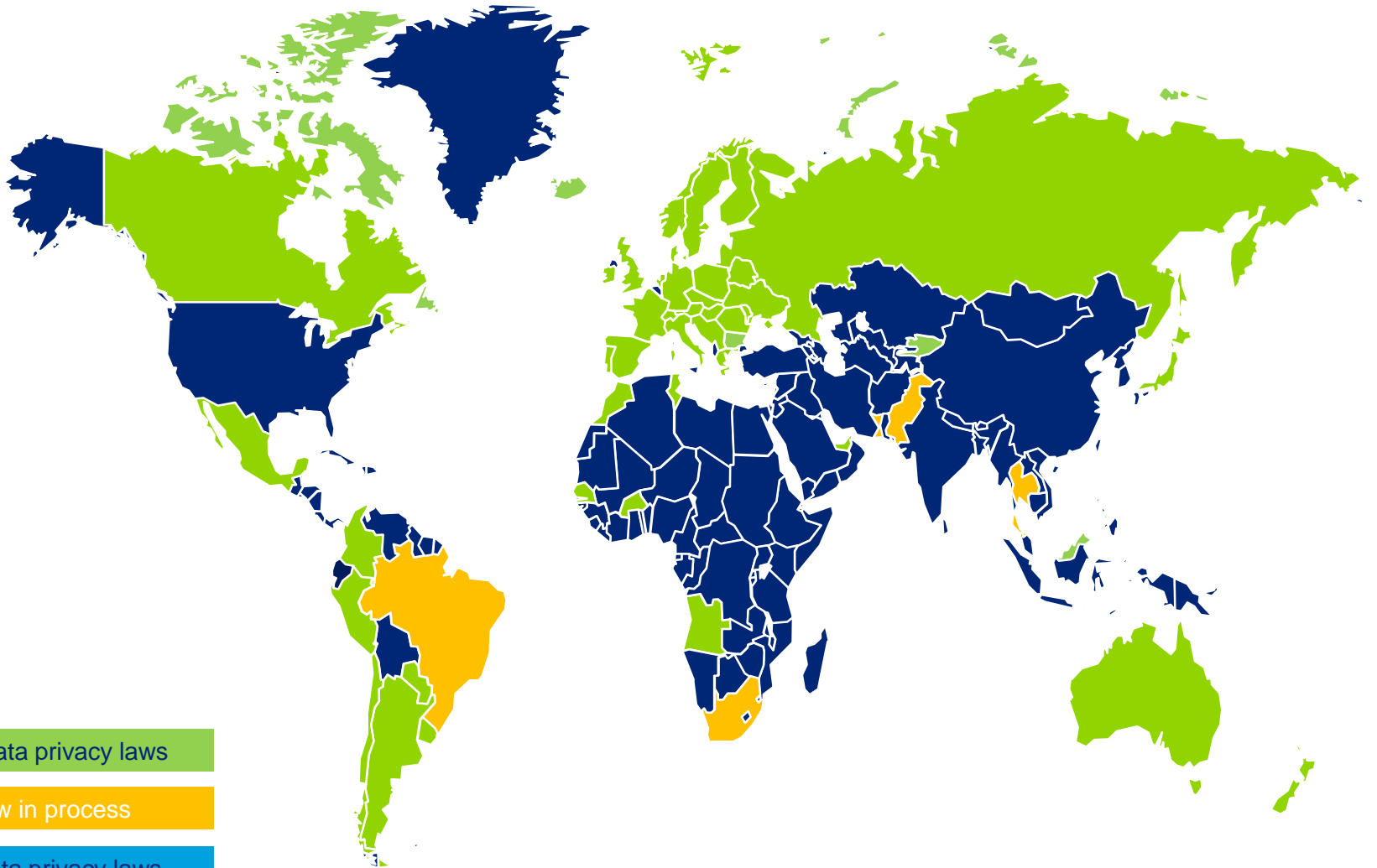
Outsourcing elements of the PI life cycle



# Risk 4: Cross-border transfer of PI

# Global Privacy Legislation

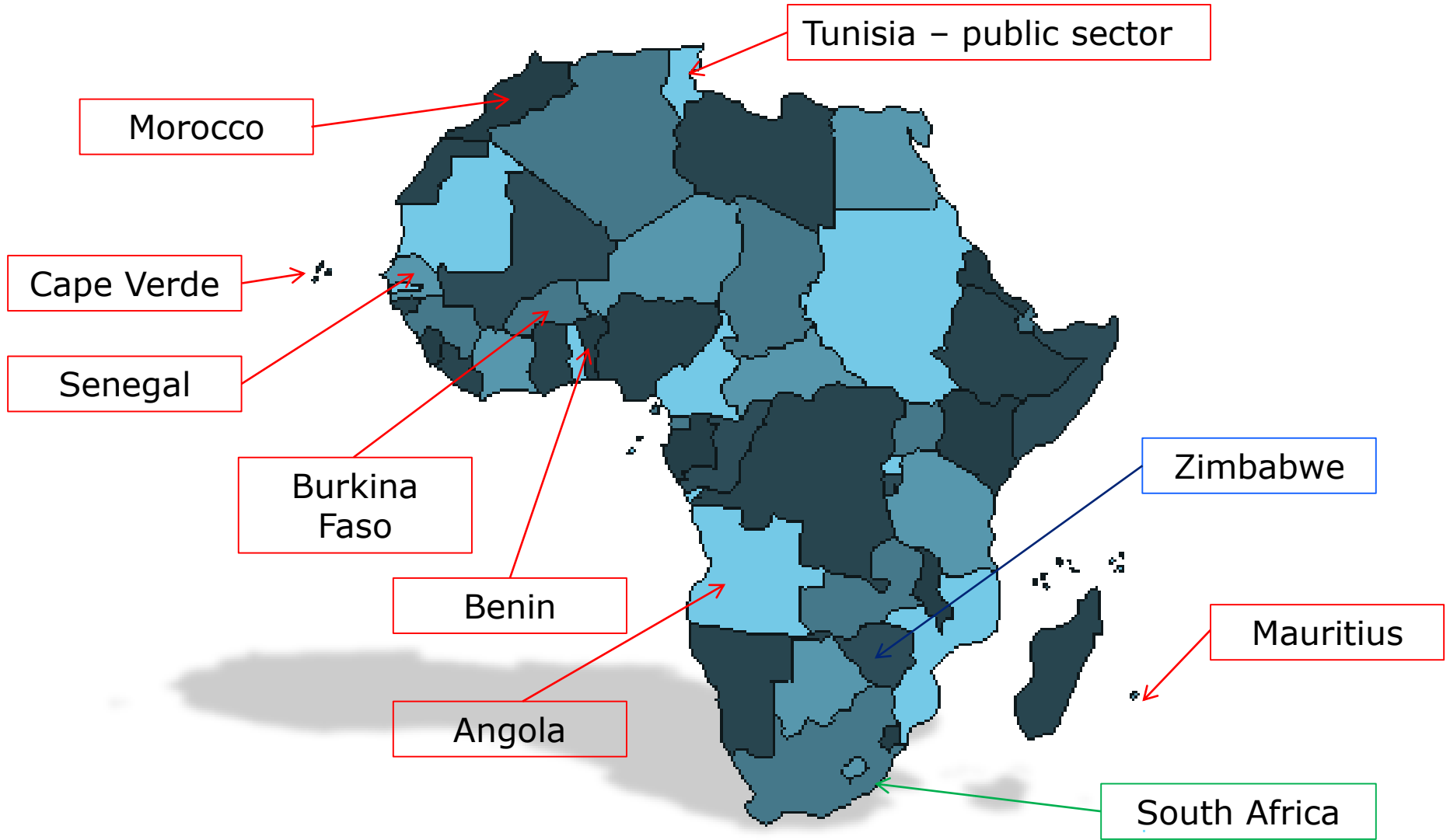
Global view on Data Privacy



Has data privacy laws

Law in process

No data privacy laws



Tunisia – public sector

Morocco

Cape Verde

Senegal

Burkina Faso

Benin

Angola

Zimbabwe

Mauritius

South Africa

# Risk 5: Special PI

# Special personal information

Children

Criminal  
behaviour

Trade union  
membership

Religious or  
philosophical  
beliefs

Race or  
ethnic origin

Political  
persuasion

Health or  
sex life



# Risk 6: The compliance function

# Risk 5: The compliance function

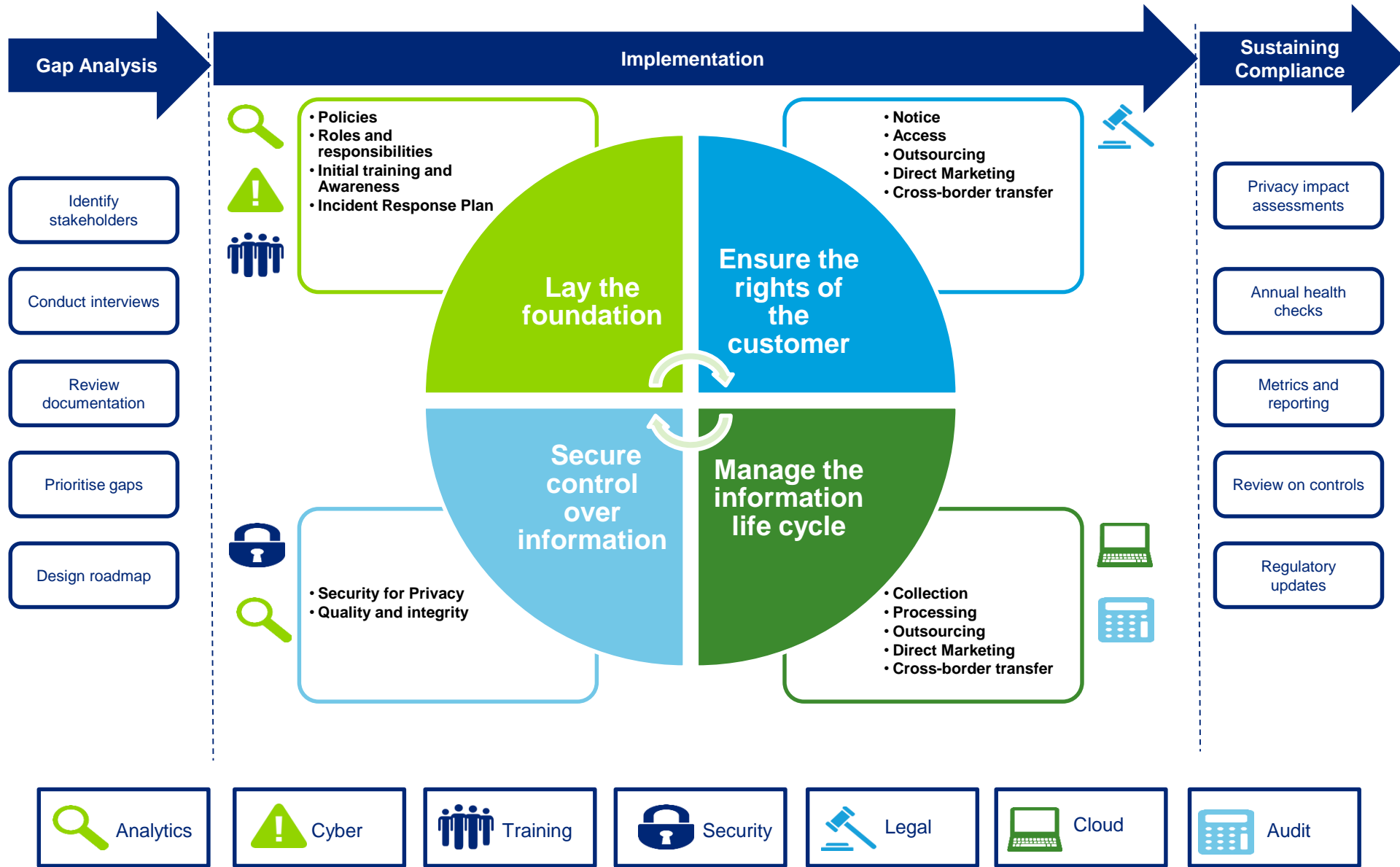
## Creating a Privacy Office for your organisation

### What will you need?

- What is your status?
  - Alignment of policies and process
  - Assigning roles and responsibilities
  - Begin the foundation of your incident management function
  - Begin educating your organisation, your clients and third party service providers

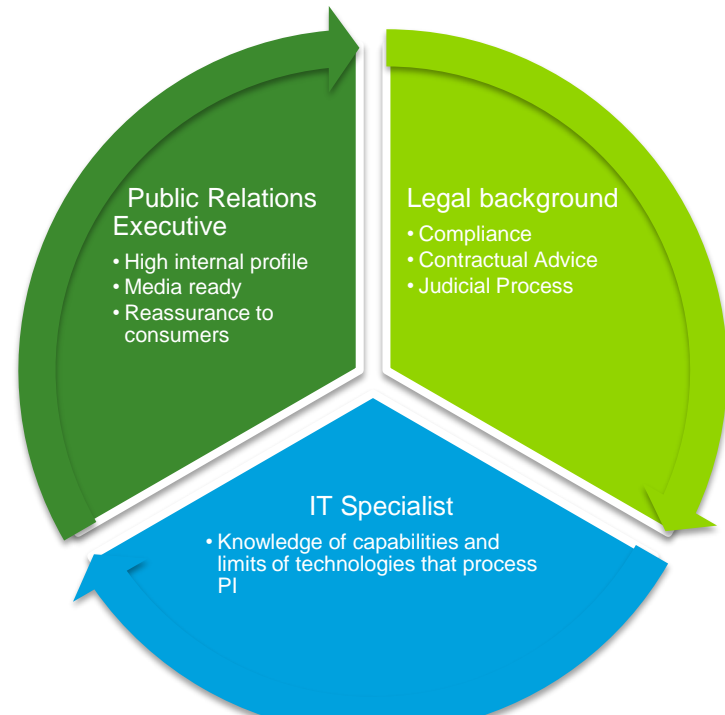


# Privacy...packaged



# Who should your privacy officer be?

Mind of a privacy officer



## IAPP Certification

Looking for a way to stand out? Become an IAPP-certified privacy professional. IAPP privacy certification can give you the edge you're looking for. Whether your goal is to distinguish yourself from others in your field, or to advance your skills, IAPP certification can help you succeed.





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