

## DEPARTMENT OF JUSTICE AND CONSTITUTIONAL DEVELOPMENT

NO. 3627

30 June 2023



**INFORMATION  
REGULATOR  
(SOUTH AFRICA)**  
*Ensuring protection of your personal information  
and effective access to information*

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14 June 2023

**NOTICE IN TERMS OF SECTION 61(2) OF THE PROTECTION OF PERSONAL INFORMATION  
ACT NO 4 OF 2013 (POPIA) CODE OF CONDUCT: THE DIRECT MARKETING ASSOCIATION  
OF SOUTHERN AFRICA (DMASA).**

1. In terms of the provisions of section 61(2) of POPIA, the Information Regulator (Regulator) gives notice that the Regulator is in receipt of a proposed code of conduct from the Direct Marketing Association of Southern Africa (DMASA) that deals with how personal information will be processed in the Direct Marketing Industry.
2. The purpose of the code of conduct is to-
  - 2.1. promote appropriate practices by members of DMASA governing the processing of personal information in terms of POPIA;
  - 2.2. encourage the establishment of appropriate agreements between members of DMASA and third parties, regulating the processing of personal information as required by POPIA and dictated by good business practice; and
  - 2.3. to establish procedures for members of DMASA to be guided in their interpretation of principally POPIA, but also other laws or practices governing the processing of personal information, allowing for complaints against DMASA to be considered and remedial action, where appropriate, to be taken.
3. The code of conduct governs-
  - 3.1. the processing of personal information (including personal information of data subjects) by institutions that are members of DMASA.

Adv. FDP Tlakula (Chairperson), Adv. LC Stroom Nzama (Full-time Member), Adv. JC Weapond (Full-time Member), Ms AR Tilley (Part-time Member), Mr MV Gwala (Part-time Member)

- 3.2. where appropriate, agreements that may need to be concluded between members of DMASA and third parties promoting, and to the extent possible ensuring that personal information is processed in compliance with POPIA; and
- 3.3. the enforcement by DMASA of the provisions of the code of conduct.
4. A notice will be published in the Government Gazette in compliance with section 61(2) of POPIA. Affected persons are invited to submit written comments to the Regulator email address: [POPIACompliance@inforegulator.org.za](mailto:POPIACompliance@inforegulator.org.za) within fourteen (14) days after publication of the notice in the Government Gazette. A copy of the proposed code of conduct will be made available on the Regulator's website, alternatively, a request for a copy of the code may be made by addressing correspondence to email address: [POPIACompliance@inforegulator.org.za](mailto:POPIACompliance@inforegulator.org.za)



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