



POPIA explained: Data protection workshops for the advertising industry

The Protection of Personal Information Act 4 of 2013 (POPIA) has been signed into law and becomes enforceable from 1 July 2021. POPIA will require all businesses to review their data protection strategies in order to comply with the conditions for the lawful processing of personal information.

As part of our ongoing efforts to support our members and the industry, the IAB South Africa, in collaboration with ALT Advisory, will be offering a series of data protection workshops to assist with becoming POPIA-compliant. These workshops will seek to ensure that participants have a practical understanding of the law and are able to implement it within their respective organisations.

POPIA explained:

An introduction to data protection in theory and practice

To kick off, our first workshop will provide an overview of the legal requirements of POPIA, with a specific focus on how it will impact the advertising industry. Drawing on comparative learnings from other countries, we will explore the rights and duties set out in POPIA, and the practical steps that will need to be taken to implement the legislation. The details of the workshop are as follows:

- **Tuesday, 20 October 2020**
 - **09h00 – 16h00**
 - **Online via Zoom**
- **R2 500 per participant (excluding VAT)**

To register for this workshop, click [here](#) or e-mail jessie@altadvisory.africa

Over the next few months, we will also be offering the following workshops:

Executive course on POPIA:

Roles and responsibilities of information officers and deputy information officers

In terms of POPIA, all organisations are required to appoint information officers and deputy information officers, who have to be registered with the Information Regulator. Such officers have specific roles and responsibilities in terms of the legislation, including undertaking a data protection impact assessment and ensuring awareness-raising within the organisation. This workshop will assist the designated information officers and deputy information officers to meet their obligations in a timely and effective manner. IAB SA member discount applies.

Organisational workshops on POPIA:

Getting your business ready

Each organisation will necessarily have unique considerations when implementing POPIA. We offer organisational workshops that will be specifically tailored to the practical realities of that organisation, to ensure that POPIA can be implemented within the organisation in a holistic manner. For these workshops, participants will be asked to complete a short questionnaire in advance to assess the level of POPIA-readiness, as well as to address the specific questions and challenges that may arise in the organisation. IAB SA member discount applies.

If you have any questions or would like more information on these workshops, please email paula@iabsa.net or avani@altadvisory.africa

About the IAB South Africa

The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media & marketing industry to thrive in a digital economy. We do this through our connected culture and accessible access to experts and expertise, enabling you make better digital decisions with smart, motivating and actionable insights.

To sign up as an IAB SA Member: Email hello@iabsa.net

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