

As privacy has become increasingly important to consumers, the internet has started playing more of a central role in their lives and driven their day-to-day activities. This includes how they interact and transact with companies. Privacy breaches result in losses in profit. This is now further added with the affects trust that consumers may have in the company. This also adds to issues as consumers are less likely to give companies their PI if trust is lost.

- **When implemented correctly POPIA compliance saves you money**

If implemented correctly POPIA should lead to a reduction in operational costs by helping to assess your risk. When risk is assessed often inefficient policies and process are revealed. This shows badly designed systems and can lead to an overall issue in quality. This can have knock on affects costing your business time and money.

- **Legal compliance**

Gaining legal compliance brings a reduction in the risks of restrictions on processing activities, fines and lawsuits. POPIA has establish a new Information Regulator who will have wide ranging powers to prohibit the processing of PI which it deems unlawful. This can range from a maximum of a 10 million rand fine, 10 years imprisonment or a combination of both.

It is also worth noting that data subjects will be able to bring claims for damages against offending businesses. POPIA requires that the Information Regulator can bring these claims on their behalf.

The Ways to get your business on board.

- **Commit**

There first step in your journey in POPIA compliance is committing to it. You can start by addressing POPIA in day-to-day management of your business. The goal is to create a habit so that it becomes second nature like any other process.

- **Training your workforce**

Before deciding on a training provider or what may be needed, make sure to read reviews and feedback from other businesses that have undergone POPIA training. Many sources offer POPIA training. Remember you get what you pay for.

- **Find your data**

The best way to find out how personal information flows through your business. Understanding how it information interacts with your current business processes is a must and helps you identify potential risks.

- **Secure your data**

Performing a risk assessment will help identify areas of your business that show the highest area of threat. The next step is securing it. Understanding what you may need allows us to find the perfect pricing model to suit your needs for securing information.

POPIA Compliance is good for your business and your customers deserve having piece of mind that their information is safe.

Most POPIA implementations reach a stale mate as the law is not being taken seriously. The common question asked by business is “why should I care?”

Firstly, it is now law as of July 1st, 2020. Other countries like Europe use GDPR. GDPR was also initially waved off until the first fines began being given out. The biggest question you need to be asking is, do you want to be the first company to be made an example of? The CEO is held liable for contravening regulations in line with POPIA, and who will face a lengthy prison sentence, a heavy fine or a combination of both.

Secondly is reputation. Customers are not typically required to follow lengthy procedures to take their business elsewhere. Another big concern surrounding a data breach, is the customers confidence in

you keeping their private information secure. As a business, you exist to serve your customers and their wellbeing should be top priority. A good reputation takes years to create but can be tarnished in matter of days.

This goes to show that there are serious consequences for failing to comply with POPIA. This can either be directly to you, your business, and your customers.