

## HOW DO WE CONDUCT DIRECT MARKETING LAWFULLY?



DIRECT MARKETING

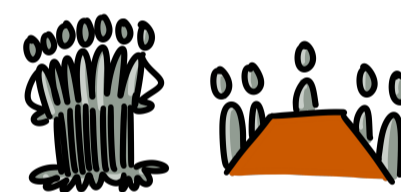


CUSTOMER

You can send direct marketing to the Data Subject if the Data Subject has approached the Responsible Party with a query about its goods or services, i.e the Data Subject's details have been obtained in the context of a sale.

Establish a customer database and send direct marketing to all customers on the database – but always provide the customer with an opportunity to opt out

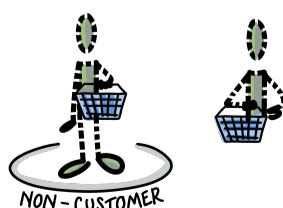
You can send direct marketing to the Data Subject if they have been given the informal opportunity to decline the receipt of marketing communications and he or she has not declined



If a customer opts out - remove that customer from the marketing database



If you want to send direct marketing to a person who has not contacted you asking for details about your goods and services, then you have to get them to formally opt in using the POPIA prescribed form



NON-CUSTOMER