PAIA and POPIA manual

peopleMASSIV Employer Brand Lab cc, trading as peopleMASSIVE

Prepared in terms of section 51 of the Promotion of Access to Information Act 2 of 2000 (PAIA), and to address the requirements of the Protection of Personal Information Act 4 of 2013 (POPIA).

Date compiled: 25 November 2026. Next review: November 2027, or sooner if anything material changes.

1. List of acronyms and abbreviations

- **CC**: Close corporation
- **IO**: Information Officer
- **Minister**: Minister of Justice and Constitutional Development
- **PAIA**: Promotion of Access to Information Act 2 of 2000
- **POPIA**: Protection of Personal Information Act 4 of 2013
- **Regulator**: Information Regulator (South Africa)

2. Purpose of this manual

This manual helps anyone who wants to request access to records held by peopleMASSIVE. It sets out:

- the categories of records we hold, and which are available without a formal request;
- how to request access to a record, and the fees involved;
- how and why we process personal information, who we share it with, and how we protect it;
- how to contact our Information Officer and the Information Regulator.

3. Key contact details

Item	Details
Business name	peopleMASSIV Employer Brand Lab cc, trading as peopleMASSIVE
Registration number	2010/142889/23
Information Officer	Samantha (Sam) Rech, member of the close corporation, registered with the Information Regulator
Deputy Information Officer	None. peopleMASSIVE is a sole-member CC with no employees.
Physical address	30 Lakeview Estate, 113 Fraser Street, Groenvlei, Sedgefield, 6573
Postal address	As above
Telephone	+27 82 493 6335
Email	sam@peoplemassive.com
Website	https://peoplemassive.tech

4. The Guide on how to use PAIA

The Regulator has published a Guide in each official language that explains how to use PAIA and POPIA to request records and exercise your rights. Copies are available on the Regulator's website and from its offices, and a copy is available from us on request.

Information Regulator	Contact details
Physical address	Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg, 2191
Postal address	P.O. Box 31533, Braamfontein, Johannesburg, 2017
Telephone	010 023 5200 or 0800 017 160 (toll free)
General enquiries	enquiries@inforegulator.org.za
PAIA complaints	PAIAComplaints@inforegulator.org.za
POPIA complaints	POPIAComplaints@inforegulator.org.za
Website	www.inforegulator.org.za

5. Records available without a formal request

The following are freely available on our website and do not need a PAIA request:

- information about our services, prices and how to buy them;
- our privacy notice (POPIA) and this manual;
- articles, guides and other content we publish.

6. Records kept in terms of other legislation

Where applicable, we keep records in terms of the following laws. Some of these records may be available only to the people or authorities the law allows.

- Close Corporations Act 69 of 1984
- Income Tax Act 58 of 1962
- Tax Administration Act 28 of 2011
- Consumer Protection Act 68 of 2008
- Electronic Communications and Transactions Act 25 of 2002
- Promotion of Access to Information Act 2 of 2000
- Protection of Personal Information Act 4 of 2013

7. Subjects and categories of records we hold

Subject	Categories of records
Company records	Founding statement and amendments, members' records, registration with the Information Regulator
Financial and tax	Accounting records, bank statements, invoices and receipts, tax returns and correspondence with SARS
Clients	Agreements and proposals, briefs, strategy documents, content and campaign materials, correspondence

Website customers	Orders (prompt book, coffee with an agent, an hour with Sam), Boardroom report emails, payment confirmations from PayFast, booking confirmations
Marketing	Contact details of people who opted in to our emails, and their opt-out requests
Suppliers and service providers	Agreements, terms of service, invoices and correspondence
Website and systems	Website content and code, anonymous visitor counts (no personal information)

8. How we process personal information (POPIA)

8.1 Purposes

- to deliver the products and services people buy from us, and to reply to their questions;
- to produce Boardroom reports from the information a buyer gives us and the public pages of their website;
- to take and record payments, and to meet our tax and legal obligations;
- to send marketing emails, only to people who opted in;
- to understand how our website is used, using anonymous counts.

8.2 Categories of data subjects and their personal information

Data subjects	Personal information
Website customers and Boardroom buyers	Name, email address, business details and goals they share with us, their website address, questions and feedback, and payment confirmation details (not card details)
Clients and their staff	Names, job titles, contact details, business information shared during the work
Marketing subscribers	Name and email address, and their consent
Suppliers and service providers	Business contact details and banking details for payment

8.3 Recipients

We share personal information only with the service providers (operators) that help us run our business, and only for that purpose. We do not sell personal information.

Recipient	Purpose
Netlify	Website hosting and order forms
Anthropic	AI that produces Angus's answers and Boardroom reports
Resend	Sending our emails
PayFast	Taking payments
Calendly	Bookings for an hour with Sam
Our business email provider	Receiving order and report emails

SARS and other authorities	Where the law requires it

8.4 Information sent across borders

Some of our service providers are based outside South Africa, mainly in the United States, so personal information may be processed there. We use providers whose terms protect personal information to a standard comparable to POPIA.

8.5 How we keep it safe

- we collect and keep as little personal information as we can, and do not keep Boardroom reports in a database;
- accounts are protected with strong passwords and two-step sign-in;
- access keys are kept in our hosting provider's secure settings, never in website code;
- only the Information Officer has access to personal information;
- we delete report and order emails after 12 months unless we are working with that person;
- if personal information is compromised, we will tell the Regulator and the people affected as POPIA requires.

9. How to request access to a record

- Complete **Form 2: Request for Access to Record** (available from the Regulator's website) and email it to sam@peoplemassive.com.
- Give enough detail for us to identify the record, say how you want to receive it, and, if you are asking on someone else's behalf, show your authority to do so.
- We will respond within 30 days, as PAIA requires, and tell you if we need more time or if any fee applies.
- Fees are those prescribed in the PAIA regulations. You do not pay a fee to request your own personal information.
- We may refuse access only on the grounds PAIA allows, and we will explain why. You can then complain to the Regulator.

To ask us to correct or delete your personal information, or to object to processing, you can use the Regulator's POPIA forms or simply email sam@peoplemassive.com.

10. Availability of this manual

This manual is available on our website, peoplemassive.tech, and at our physical address. It is also available to the Regulator on request.

11. Updating of this manual

We will review this manual at least once a year and update it when anything material changes.

Issued by: Samantha Rech, Information Officer
Signature: _____ Date: 25 November 2026