

## POPIA AWARENESS TRAINING LEVEL 1

### 1. OVERVIEW

This is the first instalment of our latest series, POPIA Awareness Training for Employees. This series will give you training materials to use in internal POPIA training. Level 1 will cover what personal information is and why it is vital to protect and secure it.



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## 2. WHAT IS PERSONAL INFORMATION?



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Personal information relates to a living individual or an existing organisation. This includes information about your clients, customers, employees, job applicants, suppliers, service providers, shareholders, directors and visitors. POPIA calls them data subjects. Here is a poster that you can email to all employees or print and put up in your office to remind them about the different kinds of personal information they may have access to: [Click here to download.](#)

## 3. WHY WE SHOULD HANDLE PERSONAL INFORMATION WITH CARE



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People care about how their personal information is treated – just think about how you feel when asked to provide your ID number, address, bank details and fingerprints. Personal information is, after all, personal. And we all have to trust others to keep it safe. But why should businesses care about the personal information of their employees, clients, visitors and others? You can share these reasons with your employees as part of your POPIA training:

### 3.1. Personal information and trust are assets

There is value in keeping high-quality personal information secure, whether that information is central to your services or products, used for marketing, or used to manage your employees. Customers, clients and employees are often swayed by whether they feel they can trust you.

### 3.2. Keep your reputation intact

Privacy has become increasingly important to consumers as artificial intelligence (AI) and automated decisions play a central role in their lives and how they interact and transact with businesses. Privacy breaches result in profit losses but also affect a consumer's trust in the business. Consumers are less likely to give out their information when they don't trust a brand.

### 3.3. When it is done right, POPIA compliance saves you money

POPIA compliance should lead to a reduction in operational costs. Investigations into information governance often reveal inefficient processes and systems, and poorly designed forms, which lead to data quality problems. Data quality problems keep the call centre busy, and on and on it goes. Fixing these inefficiencies should be a priority; POPIA compliance is just a bonus.

### 3.4. Legal compliance

Achieving legal compliance will reduce the risk of complaints from data subjects, investigations by the Information Regulator and potential fines of up to R10 million and jail time. We've already seen that the [Information Regulator is ready to tackle non-compliance](#) head-on. Let's stay in their good books, right?

## 4. WHAT'S NEXT?

Read more about the application and scope of POPIA in [Chapter 3](#) and POPIA training in [Chapter 20](#) and [step 13 of Get Compliant](#). The Information Regulator has created [educational videos](#) that you can share with your employees.

Level 2 POPIA awareness training will focus on when and how to collect personal information, the minimality principle, and how to fix your forms.

