



**MPower Media Marketing**

# **PAIA MANUAL**

**Prepared in terms of section 51 of the  
Promotion of Access to Information Act  
2 of 2000 (as amended)**

**DATE OF COMPILATION: 22/05/2025  
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## 1. LIST OF ACRONYMS AND ABBREVIATIONS

**NB: please insert relevant applicable acronyms and abbreviations**

- |     |                    |   |
|-----|--------------------|---|
| 1.1 | <b>“CFO”</b>       | Chief Financial Officer   |
| 1.2 | <b>“DIO”</b>       | Deputy Information Officer;   |
| 1.3 | <b>“IO”</b>        | Information Officer;  |
| 1.4 | <b>“Minister”</b>  | Minister of Justice and Correctional Services;                            |
| 1.5 | <b>“PAIA”</b>      | Promotion of Access to Information Act No. 2 of 2000<br><br>(as Amended); |
| 1.6 | <b>“POPIA”</b>     | Protection of Personal Information Act No.4 of 2013;                      |
| 1.7 | <b>“Regulator”</b> | Information Regulator; and  |
| 1.8 | <b>“Republic”</b>  | Republic of South Africa  |

## 2. PURPOSE OF PAIA MANUAL

This PAIA Manual is useful for the public to-

- 2.1 check the categories of records held by a body which are available without a person having to submit a formal PAIA request;
- 2.2 have a sufficient understanding of how to make a request for access to a record of the body, by providing a description of the subjects on which the body holds records and the categories of records held on each subject;
- 2.3 know the description of the records of the body which are available in accordance with any other legislation;

- 2.4 access all the relevant contact details of the Information Officer and Deputy Information Officer who will assist the public with the records they intend to access;
- 2.5 know the description of the guide on how to use PAIA, as updated by the Regulator and how to obtain access to it;
- 2.6 know if the body will process personal information, the purpose of processing of personal information and the description of the categories of data subjects and of the information or categories of information relating thereto;
- 2.7 know the description of the categories of data subjects and of the information or categories of information relating thereto;
- 2.8 know the recipients or categories of recipients to whom the personal information may be supplied;
- 2.9 know if the body has planned to transfer or process personal information outside the Republic of South Africa and the recipients or categories of recipients to whom the personal information may be supplied; and
- 2.10 know whether the body has appropriate security measures to ensure the confidentiality, integrity and availability of the personal information which is to be processed.

### **3. KEY CONTACT DETAILS FOR ACCESS TO INFORMATION OF MPOWER MEDIA MARKETING**

#### **3.1. Chief Information Officer**

|             |                         |
|-------------|-------------------------|
| Name:       | Pieter Espach (CFO)     |
| Tel:        | 018 007 5154            |
| Email:      | pietere@africomagri.com |
| Fax number: | N/A                     |

- 3.2. Deputy Information Officer *(NB: if more than one Deputy Information Officer is designated, please provide the details of every Deputy Information Officer of the body designated in terms of section 17 (1) of PAIA.*

Name: Carina Heyneke  
Tel: 018 007 5154  
Email: carinah@africomagri.com  
Fax Number: N/A

- 3.3 Access to information general contacts

Email: pietere@africomagri.com

#### 3.4 National or Head Office

Postal Address: Postnet Suite 4, Private Bag X12055 Lichtenburg, Northwest 2740  
  
Physical Address: MPower Building, 44 Kerk Street, Lichtenburg, Northwest, 2740  
  
Telephone: 086 187 4663  
  
Email: pietere@africomagri.com  
  
Website: <https://mpowermedia.co.za/>

## 4. GUIDE ON HOW TO USE PAIA AND HOW TO OBTAIN ACCESS TO THE GUIDE

- 4.1. The Regulator has, in terms of section 10(1) of PAIA, as amended, updated and made available the revised Guide on how to use PAIA ("Guide"), in an easily comprehensible form and manner, as may reasonably be required by a person who wishes to exercise any right contemplated in PAIA and POPIA.
- 4.2. The Guide is available in each of the official languages and in braille.
- 4.3. The aforesaid Guide contains the description of-

- 4.3.1. the objects of PAIA and POPIA;
- 4.3.2. the postal and street address, phone and fax number and, if available, electronic mail address of-
  - 4.3.2.1. the Information Officer of every public body, and
  - 4.3.2.2. every Deputy Information Officer of every public and private body designated in terms of section 17(1) of PAIA<sup>1</sup> and section 56 of POPIA<sup>2</sup>;
- 4.3.3. the manner and form of a request for-
  - 4.3.3.1. access to a record of a public body contemplated in section 11<sup>3</sup>; and
  - 4.3.3.2. access to a record of a private body contemplated in section 50<sup>4</sup>;
- 4.3.4. the assistance available from the IO of a public body in terms of PAIA and POPIA;
- 4.3.5. the assistance available from the Regulator in terms of PAIA and POPIA;
- 4.3.6. all remedies in law available regarding an act or failure to act in respect of a right or duty conferred or imposed by PAIA and POPIA, including the manner of lodging-

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<sup>1</sup> Section 17(1) of PAIA- *For the purposes of PAIA, each public body must, subject to legislation governing the employment of personnel of the public body concerned, designate such number of persons as deputy information officers as are necessary to render the public body as accessible as reasonably possible for requesters of its records.*

<sup>2</sup> Section 56(a) of POPIA- *Each public and private body must make provision, in the manner prescribed in section 17 of the Promotion of Access to Information Act, with the necessary changes, for the designation of such a number of persons, if any, as deputy information officers as is necessary to perform the duties and responsibilities as set out in section 55(1) of POPIA.*

<sup>3</sup> Section 11(1) of PAIA- *A requester must be given access to a record of a public body if that requester complies with all the procedural requirements in PAIA relating to a request for access to that record; and access to that record is not refused in terms of any ground for refusal contemplated in Chapter 4 of this Part.*

<sup>4</sup> Section 50(1) of PAIA- *A requester must be given access to any record of a private body if-*

- a) *that record is required for the exercise or protection of any rights;*
- b) *that person complies with the procedural requirements in PAIA relating to a request for access to that record; and*
- c) *access to that record is not refused in terms of any ground for refusal contemplated in Chapter 4 of this Part.*

- 4.3.6.1. an internal appeal;
- 4.3.6.2. a complaint to the Regulator; and
- 4.3.6.3. an application with a court against a decision by the information officer of a public body, a decision on internal appeal or a decision by the Regulator or a decision of the head of a private body;
- 4.3.7. the provisions of sections 14<sup>5</sup> and 51<sup>6</sup> requiring a public body and private body, respectively, to compile a manual, and how to obtain access to a manual;
- 4.3.8. the provisions of sections 15<sup>7</sup> and 52<sup>8</sup> providing for the voluntary disclosure of categories of records by a public body and private body, respectively;
- 4.3.9. the notices issued in terms of sections 22<sup>9</sup> and 54<sup>10</sup> regarding fees to be paid in relation to requests for access; and
- 4.3.10. the regulations made in terms of section 92<sup>11</sup>.

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<sup>5</sup> Section 14(1) of PAIA- The information officer of a public body must, in at least three official languages, make available a manual containing information listed in paragraph 4 above.

<sup>6</sup> Section 51(1) of PAIA- The head of a private body must make available a manual containing the description of the information listed in paragraph 4 above.

<sup>7</sup> Section 15(1) of PAIA- The information officer of a public body, must make available in the prescribed manner a description of the categories of records of the public body that are automatically available without a person having to request access

<sup>8</sup> Section 52(1) of PAIA- The head of a private body may, on a voluntary basis, make available in the prescribed manner a description of the categories of records of the private body that are automatically available without a person having to request access

<sup>9</sup> Section 22(1) of PAIA- The information officer of a public body to whom a request for access is made, must by notice require the requester to pay the prescribed request fee (if any), before further processing the request.

<sup>10</sup> Section 54(1) of PAIA- The head of a private body to whom a request for access is made must by notice require the requester to pay the prescribed request fee (if any), before further processing the request.

<sup>11</sup> Section 92(1) of PAIA provides that –“The Minister may, by notice in the Gazette, make regulations regarding-

- (a) any matter which is required or permitted by this Act to be prescribed;
- (b) any matter relating to the fees contemplated in sections 22 and 54;
- (c) any notice required by this Act;
- (d) uniform criteria to be applied by the information officer of a public body when deciding which categories of records are to be made available in terms of section 15; and
- (e) any administrative or procedural matter necessary to give effect to the provisions of this Act.”

4.4. Members of the public can inspect or make copies of the Guide from the offices of the public and private bodies, including the office of the Regulator, during normal working hours.

4.5. The Guide can also be obtained-

4.5.1. upon request to the Information Officer;

4.5.2. from the website of the Regulator (<https://www.justice.gov.za/inforeg/>).

4.6 A copy of the Guide is also available in the following two official languages, for public inspection during normal office hours-

4.6.1 Afrikaans and English

## 5. CATEGORIES OF RECORDS OF MPOWER MEDIA MARKETING WHICH ARE AVAILABLE WITHOUT A PERSON HAVING TO REQUEST ACCESS

*NB: Please specify the categories of records held by the body which are available without a person having to request access by completing Form C, types of the records and how the records can be accessed. These are mostly records that may be available on the website and a person may download or request telephonically or by sending an email or a letter.*

*Below is an example of the table that can be used.*

| Category of records | Types of the Record                                  | Available on Website | Available upon request |
|---------------------|--|----------------------|------------------------|
| Company Overview    | Company profile                                      | X                    | X                      |
| Contact Information | Office addresses, telephone numbers, email addresses | X                    | X                      |
| Services Offered    | Description of core services                         | X                    | X                      |



**6. DESCRIPTION OF THE RECORDS OF MPOWER MEDIA MARKETING WHICH ARE AVAILABLE IN ACCORDANCE WITH ANY OTHER LEGISLATION**

**NB:** Please specify all the records which are created and available in accordance with any of the South African legislation. Below is an example of the table that can be used in describing the records and applicable legislation.

| Category of Records   | Applicable Legislation   |
|---|--|
| Company registration documents<br>Financial Statements and Accounting Records | Companies Act 71 of 2008   |
| PAIA Manual   | Promotion of Access to Information Act 2 of 2000                   |
| Tax Records   | Income Tax Act 89 of 1991  |
| VAT Records, Invoices, Audit Trails   | Value-Added Tax Act 89 of 1991                                     |
| Employment Contracts, Leave Records   | Basic Conditions of Employment Act 75 of 1997                      |
| PAYE and UIF Records  | Income Tax Act 58 of 1962<br>Unemployment Insurance Act 63 of 2001 |

**7. DESCRIPTION OF THE SUBJECTS ON WHICH THE BODY HOLDS RECORDS AND CATEGORIES OF RECORDS HELD ON EACH SUBJECT BY MPOWER MEDIA MARKETING**

**NB:** Describe the subjects (i.e. Finance, SCM or HR), in respect of which the body holds records and the categories of records held on each subject. Below is an example of the table that can be used. .

| Subjects on which the body holds records | Categories of records   |
|--|---|
| Strategic Documents, Plans, Proposals    | <ul style="list-style-type: none"> <li>- Annual Reports</li> <li>- Strategic Plan</li> <li>- Annual Performance Plan</li> </ul>   |
| Human Resources                          | <ul style="list-style-type: none"> <li>- HR policies and procedures</li> <li>- Advertised posts</li> <li>- Employees records and contracts</li> </ul>                   |
| Finance                                  | <ul style="list-style-type: none"> <li>- Annual financial statements</li> <li>- tax returns</li> <li>- invoices</li> <li>- receipts</li> <li>- audit reports</li> </ul> |
| Legal & Governance                       | <ul style="list-style-type: none"> <li>- Company registration documents</li> </ul>  |

## 8. PROCESSING OF PERSONAL INFORMATION

### 8.1 Purpose of Processing Personal Information

*NB: Describe the purpose or reasons for processing personal information in your organisation.*

- 8.1.1 The administration, performance, and fulfilment of contractual obligations with employees, clients, and service providers;
- 8.1.2 Compliance with applicable legal and regulatory requirements, including but not limited to those prescribed by the South African Revenue Service (SARS);
- 8.1.3 Human resources and payroll administration, including recruitment, remuneration, benefits, leave management, and performance evaluations;
- 8.1.4 The management and maintenance of relationships with suppliers, customers, and other stakeholders;
- 8.1.5 Ensuring the safety and security of employees, assets, and information, as well as compliance with occupational health, safety, and other regulatory requirements.

### 8.2 Description of the categories of Data Subjects and of the information or categories of information relating thereto

*NB: Specify the categories of data subjects in respect of whom the body processes*

*personal information and the nature or categories of the personal information being processed.*

*Below is the template that can be used to set out the categories of data subjects and the description of the nature or categories of the personal information to be processed. Note that the nature or categories of the personal information is dependent on the purpose of the body in performing its functions or services. .*

| <b>Categories of Data Subjects</b> | <b>Personal Information that may be processed</b>   |
|------------------------------------|---|
| Customers / Clients                | name, address, registration numbers or identity numbers, employment status and bank details |
| Service Providers                  | names, registration number, vat numbers, address, trade secrets and bank details            |
| Employees                          | address, qualifications, gender and race  |

### **8.3 The recipients or categories of recipients to whom the personal information may be supplied**

**NB:** *Specify the person or category of persons to whom the body may disseminate personal information. Below is an example of the category of personal information which may be disseminated and the recipient or category of recipients of the personal information.*

| <b>Category of personal information</b>            | <b>Recipients or Categories of Recipients to whom the personal information may be supplied</b> |
|--|--|
| Identity number and names, for criminal checks     | South African Police Services  |
| Qualifications for qualification verifications     | South African Qualifications Authority   |
| Credit and payment history, for credit information | Credit Bureaus   |

### **8.4 Planned transborder flows of personal information**

*NB: Indicate if the body has planned transborder flows of personal information. For example, some personal information may be stored in the cloud outside the Republic. Please specify the country in which personal information will be stored and categories of personal information.*

8.4.1 MPower Media Marketing does not currently transfer or store any personal information outside the borders of the Republic of South Africa. All personal data is stored and processed locally within South Africa, and no transborder flows of personal information are planned at this time.

## **8.5 General description of Information Security Measures to be implemented by the responsible party to ensure the confidentiality, integrity and availability of the information**

*NB: Specify the nature of the security safeguards to be implemented or under implementation to ensure the confidentiality and integrity of the personal information under the care of the body. This may, for example, include Data Encryption; Anti-virus and Anti-malware Solutions.*

MPower Media Marketing implements security safeguards to ensure the confidentiality, integrity, and availability of personal information under its control. These measures include, but are not limited to:

- 8.5.1 The use of password protection protocols to restrict access to information systems;
- 8.5.2 The application of data encryption technologies to secure sensitive data during storage and transmission;
- 8.5.3 Implementation of strict access control mechanisms and user authentication processes to ensure that only authorized personnel can access personal information;
- 8.5.4 Deployment of advance antivirus and anti-malware software to protect against malicious software threats;
- 8.5.5 Physical security controls, including locked storage facilities and surveillance systems, to prevent unauthorized physical access to records and infrastructure.

## **9. AVAILABILITY OF THE MANUAL**

9.1 A copy of the Manual is available-

9.1.1 on [mpowermedia.co.za](http://mpowermedia.co.za);

9.1.2 head office of the die MPower Media Marketing inspection during normal business hours;

9.1.3 to any person upon request and upon the payment of a reasonable prescribed fee; and

9.1.4 to the Information Regulator upon request.

9.2 A fee for a copy of the Manual, as contemplated in annexure B of the Regulations, shall be payable per each A4-size photocopy made.

## **10. UPDATING OF THE MANUAL**

The head of die MPower Media Marketing will on a regular basis update this manual.

***Issued by***



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**John Pieter Espach**  
**Chief Financial Officer**