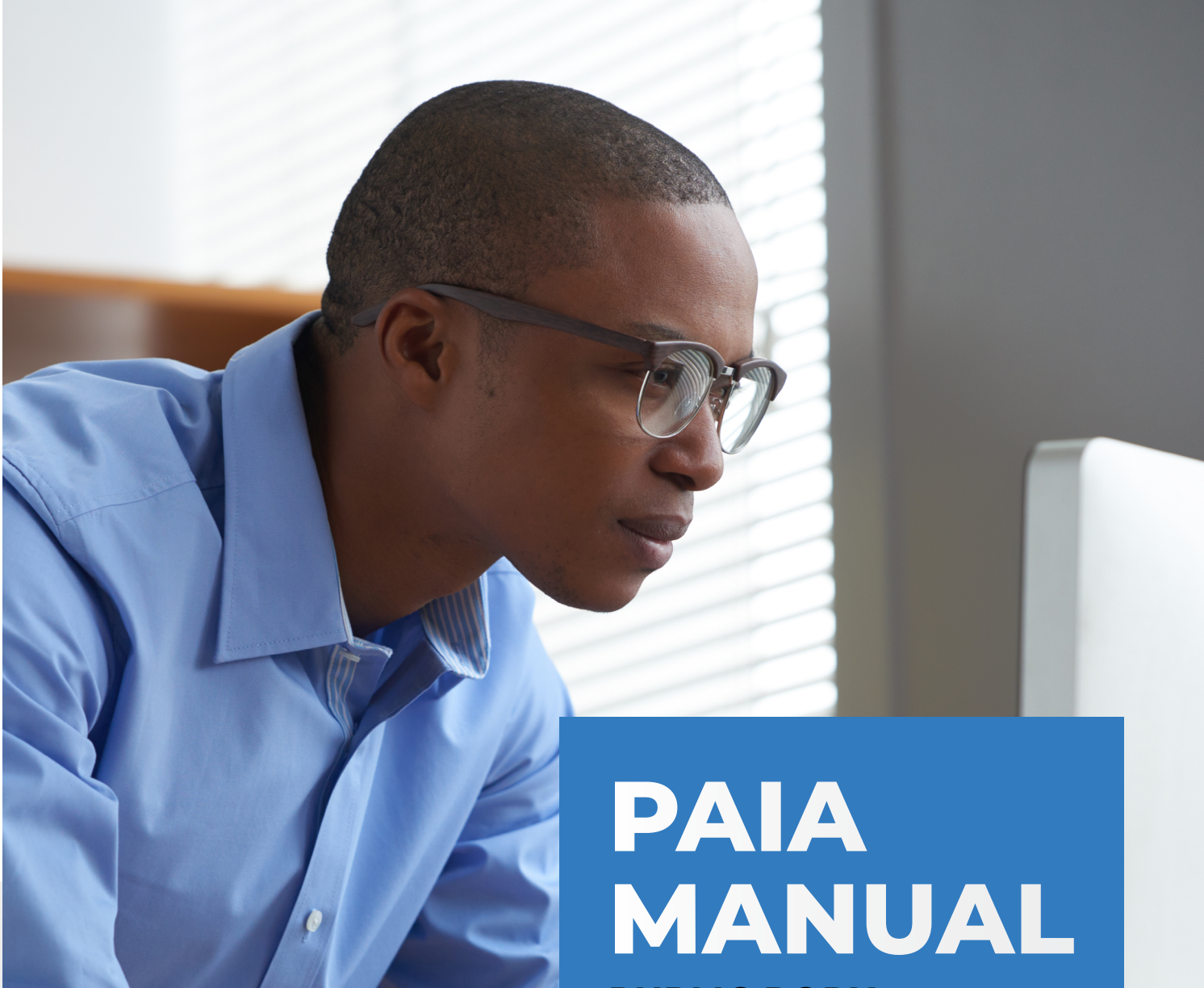




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# PAIA MANUAL

## PUBLIC BODY

Prepared in terms of section 14 of the Promotion of  
Access to Information Act 2 of 2000 (as amended)

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**Prepared by**

**ADCLICK AFRICA**

Adclick Africa House  
356 Oak Avenue, Ferndale  
Randburg  
2194

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30 November 2021

**Date of Revision**

30 November 2021



**INFORMATION  
REGULATOR  
(SOUTH AFRICA)**

*Ensuring protection of your personal information  
and effective access to information*

## REGISTRATION CERTIFICATE

**Registration Number:54770/2021-2022/IRRTT**

This is to certify that **Lesibana Velly Bosega** and **Amore Myburgh** have been registered with the Information Regulator by **Adclick Africa (Pty) Ltd** as the Information Officer and Deputy Information Officer respectively, in terms of section 55(2) of the Protection of Personal Information Act 4 of 2013 with effect from 13 September 2021.

A handwritten signature in black ink, appearing to read 'A. Myburgh', is written over a horizontal line.

**Chief Executive Officer  
INFORMATION REGULATOR**

**NB:** Please note that it is your responsibility to ensure that the particulars of an Information Officer and/or Deputy Information Officer(s) are correct and updated on an annual basis or as and when it becomes necessary.

# CONTENTS

**QUICK LINKS** CLICK THE BLUE BLOCKS

<b>1</b>	<b>INTRODUCTION</b>	<b>4</b>
<b>2</b>	<b>WHO MAY REQUEST INFORMATION</b>	<b>4</b>
<b>3</b>	<b>PROCEDURES FOR OBTAINING ACCESS</b>	<b>5</b>
<b>4</b>	<b>INFORMATION REGULATOR</b>	<b>7</b>
<b>5</b>	<b>TYPES OF RECORDS</b>	<b>7</b>
<b>6</b>	<b>DECISION-MAKING PROCESS</b>	<b>9</b>
<b>7</b>	<b>THIRD PARTIES</b>	<b>10</b>
<b>8</b>	<b>GROUNDINGS FOR REFUSAL OF A REQUEST</b>	<b>10</b>
<b>9</b>	<b>RIGHTS OF APPEAL</b>	<b>12</b>

## **ANNEXURE A**

REQUEST FOR ACCESS TO RECORDS

## **ANNEXURE B**

FEES IN RESPECT OF PRIVATE BODIES

# For ADCLICK AFRICA ("Adclick")

In terms of section 51 of the Promotion of Access to Information Act Act 2 of 2000

## 1

### INTRODUCTION

---

Section 32 of the Constitution of the Republic of South Africa, No. 108 of 1996 ("the Constitution") provides:

- (1) Everyone has the right of access to –
  - (a) any information held by the state; and
  - (b) any information that is held by another person and that is required for the exercise or protection of any rights.
- (2) National legislation must be enacted to give effect to this right, and may provide for reasonable measures to alleviate the administrative and financial burden on the state.

The Promotion of Access to Information Act, 2 of 2000 ("the Act"), was enacted on 3 February 2002 to give effect to section 32 of the Constitution, that is giving effect to the constitutional right of access to any information held by the State and any information that is held by another person and that is required for the exercise or protection of any rights. Where a request is made in terms of this Act, the private or public body to whom the request is made is obliged to release the information, except where the Act expressly provides that the information must not be released. The Act sets out the requisite procedural issues attached to such request.

The act came into effect on 9 March 2001 with the exception of sections 10, 14,16 and 51 which sections were brought into operation on 15 February 2002.

## 2

### WHO MAY REQUEST INFORMATION

---

Any person who requires information for the exercise or protection of any rights, may request information from a private body. Section 50 of the Act states that;

- (1) 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 this Act 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.

## 3

**PROCEDURES FOR OBTAINING ACCESS**

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**3.1 CONTACT DETAILS**

Any person who wishes to request any information from Adclick Africa with the object of protecting or exercising a right may contact the information officer whose contact details are as follows;

**POSTAL ADDRESS**

Adclick Afrca House  
356 Oak Avenue, Ferndale  
Randburg  
2194

**PHYSICAL ADDRESS**

Adclick Afrca House  
356 Oak Avenue, Ferndale  
Randburg  
2194

**CONTACT DETAILS**

Tel: 011 704 2641  
Fax: 011 704 2641

**Information Officer**

Velly Bosega  
Chief Executive Officer  
popi@adclickafrica.co.za

**Deputy Information Officer**

Amore Myburgh Potgieter  
Operations and Finance  
amore@adclickafrica.co.za

**3.2 PRESCRIBED ACCESS FORM**

In terms of section 53, a request for access to a record of Adclick Africa must be made in the prescribed form to Adclick Africa at the address, fax number or electronic mail address given above.

The form requires the requestor to provide the following information:

- sufficient information to enable the information officer to identify the requestor;
- sufficient information to enable the information officer to identify the record(s) requested;
- the form of access required;
- the requestor's postal address or fax number;

- identification of the right sought to be exercised or protected;
- an explanation on why the record is required to exercise or protect that right;
- the manner in which the requestor wishes to be informed of the decision on the request, if in a manner in addition to written notification; and
- if the request is made on behalf of a person, the submission of proof of the capacity in which the requestor makes the request, to the satisfaction of the information officer.

For a specimen of the request form see ANNEXURE A to the manual. Requestors please note that all of the information as listed above should be provided, failing which the process will be delayed while the private body requests such additional information. The prescribed time periods will not commence until all pertinent information has been furnished on the private body by the requestor.

### **3.3 PRESCRIBED FEES**

Payment of fees is regulated in terms of section 54 of the Act. The Regulations to the Act provide for two types of fees:

**Request fee:** This is a non-refundable administration fee paid by all requestors with the exclusion of personal requestors. It is paid before the request is considered.

**Access fee:** This is paid by all requestors only when access is granted. This fee is intended to re-imburse the private body for the costs involved in searching for a record and preparing it for delivery to the requestor.

Adclick Africa may withhold a record until the request fee and the deposit (if applicable) have been paid. A schedule of the prescribed fees is attached as ANNEXURE B to the manual.

### **3.4 REQUESTOR OTHER THAN PERSONAL REQUESTOR**

The information officer must give written notice to a requestor other than a personal requestor of the request fee and amount to be paid before the request may be further processed.

If in the information officer's opinion the search for a record, or preparation of the record for disclosure will require more than the prescribed hours, the information officer may require the requestor to pay a deposit, not being more than one third of the access fee that would be payable if the request is granted. If the request is declined, the deposit must be repaid to the requestor.

The notice given by the information officer must advise the requestor that s/he has a right to apply to court against the payment of the request fee or deposit, and also advise of the procedure of the application.

### **3.5 PERSONAL REQUESTOR**

A personal requestor is described in terms of the Act as a requestor seeking access to a record containing information about the requestor.

A personal requestor is not liable to pay a request fee, is liable for payment of access fees in the event of a request being granted, but may not be required to pay a deposit before the granting of the record.

## 4

## INFORMATION REGULATOR

---

The Information Regulator (South Africa) is an independent body established in terms of section 39 of the Protection of Personal Information act 4 of 2013.

Contact details are as follows

General enquiries email: [infoereg@justice.gov.za](mailto:infoereg@justice.gov.za)

## 5

## INFORMATION REGULATOR

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The requestor may request access to the following types of documents;

### 5.1 PERSONNEL RECORDS

These include;

- Any personal records provided to the private body by their personnel;
- Any records a third party has provided to the private body about any of their personnel;
- Conditions of employment and other personnel-related contractual and quasi-legal records;
- Internal evaluation records; and
- Other internal records and correspondence.

### 5.2 CUSTOMER-RELATED RECORDS

A customer includes any natural or juristic entity who receives services from the private body. Customer-related information includes the following:

- Any records a customer has provided to a third party acting for or on behalf of the private body;
- Any records a third party has provided to the private body; and
- Records generated by or within the private body pertaining to the customer, including transactional records.

### 5.3 PRIVATE BODY RECORDS

This includes but is not limited to the following:

- Financial records;
- Operational records;
- Databases;
- Information technology;
- Marketing records;
- Internal correspondence;
- Product records;

- Statutory records;
- Internal policies and procedures;
- Records held by officials of the private body.

#### 5.4 OTHER PARTIES

The private body may possess records pertaining to other parties, including without limitation, contractors, suppliers, subsidiary/holding/sister companies, joint venture companies, service providers. Alternatively, such other parties may possess records which can be said to belong to the private body.

The following records fall under this category:

- Personnel, customer or private body records which are held by another party as opposed to being held by the private body; and
- Records held by the private body pertaining to other parties, including without limitation financial records, correspondence, contractual records, records provided by the other party, and records third parties have provided about the contractors / suppliers.

#### 5.5 RECORDS AVAILABLE IN TERMS OF OTHER LEGISLATION

The requestor may also request information which is available in terms of legislation, such as the following:

- Alienation of land act (68 of 1981)
- Basic conditions of employment act (75 of 1997) Companies act (61 of 1973)
- Compensation for occupational injuries & diseases act (130 of 1993) Employment equity act (55 of 1998)
- Financial services board act (97 of 1990) Income tax act (58 of 1962)
- Labour relations act (66 of 1995)
- Occupational health and safety act (85 of 1993)
- Promotion of equality and prevention of unfair discrimination act (4 of 2000) Regional services councils act (109 of 1985)
- Short term insurance act (53 of 1998) Skills development act (97 of 1998)
- Skills Development Levies act (9 of 1999)
- South African Qualifications Authority act (58 of 1995) VAT act (89 of 1991)

The Information officer will take into considerations section 8 of the manual to decide on whether or not access to any of the information stated above should be given to the requester.

## 6 DECISION MAKING PROCESS

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### 6.1 SECTION 55

In terms of Section 55, the information officer will take all reasonable steps to find a record that has been requested. If the record cannot be found or does not exist, the information officer must notify the requestor by way of affidavit or affirmation that it is not possible to give access to the record. This is deemed to be a refusal of the request. If, however, the record is later found, the requestor must be given access if the request would otherwise have been granted.

### 6.2 SECTION 56

Section 56 provides that the information officer must within 30 days of receipt of a correctly completed request notify the requestor of the decision as to whether or not to grant the request. If the request is:

- Granted: the notification must state the applicable access fee required to be paid, together with the procedure to be followed should the requestor wish to apply to court against such fee, and the form in which access will be given.
- Declined: the notification must include adequate reasons for the decision, together with the relevant provisions of the Act relied upon, and provide the procedure to be followed should the requestor wish to apply to court against the decision.

### 6.3 EXTENSION PERIOD

The information officer may extend the period of 30 days by a further period not exceeding 30 days if:

- the request is for a large number of records or requires a search through a large number of records;
- the request requires a search for records located in a different office of the private body not situated in the same city;
- consultation between divisions of the private body, or with another private body is required; or
- the requestor consents to the extension.

The requestor must be notified within the initial 30 day period in writing of the extension, together with reasons therefor, and the procedure involved should the requestor wish to apply to court against the extension.

The information officer's failure to respond to the requestor within the 30 day period constitutes a deemed refusal of the request.

### 6.4 SECTION 59

Section 59 provides that the information officer may sever a record and grant access only to that portion which the law does not prohibit access to.

If access is granted, access must be given in the form that is reasonably required by the requestor, or if the requestor has not identified a preference, in a form reasonably determined by the information officer.

## 7

## THIRD PARTIES

---

If the request is for a record pertaining to a third party, the information officer must take all reasonable steps to inform that third party of the request. This must be done within 21 days of receipt of the request. The manner in which this is done must be in the fastest means reasonably possible, but if orally, the information officer must thereafter give the third party a written confirmation of the notification. The third party may within 21 days thereafter either make representation to the private body as to why the request should be refused, alternatively grant written consent to the disclosure of the record. The third party must be advised of the decision taken by the information officer on whether to grant or decline the request, and must also be advised of his/her/its right to appeal against the decision by way of application to court within 30 days after the notice.

## 8

## GROUND FOR REFUSAL

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Notwithstanding compliance with section 50, the request may be declined in accordance with one of the prescribed grounds in terms of the Act, namely:

### 8.1 SECTION 63

Section 63 of the Act prohibits the unreasonable disclosure of the personal information of natural-person third parties to requestors. This includes the personal information of deceased persons. However Section 63(2) does provide exceptions to this.

### 8.2 SECTION 64

Section 64 states that a request must be refused if it relates to records containing third party information pertaining to: trade secrets;

- financial, commercial, scientific or technical information where disclosure would be likely to cause harm to the commercial or financial interests of that third party; or
- information supplied in confidence by the third party, the disclosure of which could reasonably be expected to put the third party at a disadvantage in contractual or other negotiations, or prejudice the third party in commercial competition.

The information must, however, be released if it pertains to the results of product or environmental testing, the disclosure of which would reveal a serious public safety or environmental risk.

### 8.3 SECTION 65

Section 65 prohibits disclosure of information if such disclosure would constitute a breach of any duty of confidentiality owed to a third party in terms of an agreement.

### 8.4 SECTION 66

In terms of section 66, a private body must refuse a request for access to a record of the body if disclosure could reasonably be expected to:

- endanger the life or physical safety of an individual;
- prejudice or impair the security of a building, structure or system, including but not limited to a computer or communication system, means of transport or any other property
- The private body may also refuse a request for access to information which would prejudice methods, systems, plans or procedures for the protection of an individual in accordance with a witness protection scheme or safety of the public.

## 8.5 SECTION 67

Section 67 mandates the refusal of a request if the record is privileged from production in legal proceedings, unless the person entitled to the privilege has waived the privilege.

## 8.6 SECTION 68

Section 68 pertains to records containing information about the private body itself and unlike the other provisions pertaining to decline of a request, is not mandatory, but rather discretionary. Adclick Africa may refuse access to a record if the record:

- contains trade secrets of Adclick Africa;
- contains financial, commercial, scientific or technical information, the disclosure of which would be likely to cause harm to the commercial or financial interests of Adclick Africa;
- contains information which, if disclosed, could reasonably be expected to put the private body at a disadvantage in contractual or other negotiations, or prejudice Adclick Africa in commercial competition; or
- consists of a computer program owned by Adclick Africa

Notwithstanding the above, the information must be released if it pertains to the results of product or environmental testing, the disclosure of which would reveal a serious public safety or environmental risk.

## 8.7 SECTION 69

Section 69 prohibits the disclosure of information about research where disclosure is likely to expose the third party, the person conducting the research on behalf of the third party, or the subject matter of the research to serious disadvantage. Disclosure is discretionary if such research pertains to Adclick Africa itself.

Notwithstanding any of the above-mentioned provisions, section 70 provides that a record must be disclosed if its disclosure would:

- reveal evidence of a substantial contravention of or failure to comply with the law, imminent and serious public safety or environmental risk; and
- if the public interest in the disclosure clearly outweighs the harm.

## 9

## RIGHTS OF APPEAL

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A requestor that is dissatisfied with the information officer's refusal to grant access to any information may, within 30 days of notification of the decision, apply to court for relief. Likewise, a third party dissatisfied with the information officer's decision to grant a request may, within 30 days of notification of the decision, apply to court for relief.

It should be noted that notwithstanding any provision in this Act, the court may examine the record(s) in question. No record may be withheld from the court on any grounds. The court may not, however, disclose the contents of the record(s).

The court is empowered to grant any order that is just and equitable, including:

- confirming, amending or setting aside the information officer's decision;
- requiring the information officer to take any action, or refrain from taking any action as identified by the court within a specified period;
- granting an interdict, interim or special relief, declaratory order or compensation; or costs.

## A

## ANNEXURE A

**REQUEST FOR ACCESS TO RECORD OF PRIVATE BODY**

(Section 53(1) of the Promotion of Access to Information Act, 2000 (Act No 2 of 2000))

PART A Particulars of private body	
The Head:	

PART B Particulars of person requesting access to the record	
(a)	The particulars of the person who requests access to the records must be recorded below.
(b)	Furnish an address and/or fax number in the Republic to which information must be sent.
(c)	Proof of the capacity in which the request is made, if applicable, must be attached.
Full name and surname:	
Identity Number:	
Postal Address:	
Telephone Number:	
Email Address:	
Capacity in which request is made, when made on behalf of another person:	

PART C Particulars of person on whose behalf request is to be made:	
Must only be completed if a request for information is made on behalf of another person.	
Full name and surname:	
Identity Number:	

**PART D** Particulars of record:

- (a) Provide full particulars of the record to which access is requested, including the reference number if that is known to you, to enable the record to be located.
- (b) If the provided space is inadequate please continue on a separate folio and attach it to this form. The requester must sign all the additional folios.

## 1. Description of record or relevant part of the record:

## 2. Reference number (if available):

## 3. Any other particulars of record:

**PART E** Fees

- (a) A request for access to a record, other than a record containing personal information about yourself, will be processed only after a request fee has been paid, if applicable.
- (b) You will be notified of the amount required to be paid as the request fee.
- (c) The fee payable for access to a record depends on the form in which access is required and the reasonable time required to search for and prepare a record.
- (d) If you qualify for exemption of the payment of any fee, please state the reason therefor.

## Reason for exemption from payment of fees:

**PART F**

## Form of access to record:

If you are prevented by a disability from reading, viewing or listening to the record in the form of access provided for in 1 to 4 hereunder, state your disability and indicate in which form the record is required.

Disability:

Form in which record is required:

Check the appropriate boxes:

- (a) Your indication as to the required form of access depends on the form in which the record is available.
- (b) Access in the form requested may be refused in certain circumstances. In such a case you will be informed if access will be granted in another form.
- (c) The fee payable for access to the record, if any, will be determined partly by the form in which access is requested.

1. If the record is in written or printed form:

Copy of record\*

Inspection of record

2. If record consists of visual images (including photos, videos, computer-generated images, etc.):

View images

Copy images\*

Transcribe images\*

3. If record consists of recorded words or information which can be reproduced in sound:

Listen to the audio track

Transcription of audio track\*

4. If record is held on computer or in an electronic or machine-readable form:

Printed copy of record

Printed copy of information from record

5. If you requested a \*copy or transcription of a record above, do you wish the copy or transcription to be posted or emailed to you? (a postal fee is payable)

Posted

Emailed

**PART G** Particulars of right to be exercised or protected:

If the provided space is inadequate please continue on a separate folio and attach it to this form. The requester must sign all the additional folios.

Indicate which right is to be exercised or protected:

Explain why the requested record is required for the exercising or protection of the right:

**PART H** Notice of decision regarding request for access:

You will be notified in writing whether your request has been approved/denied. If you wish to be informed thereof in another manner, please specify the manner, and provide the necessary particulars to enable compliance with your request.

How would you prefer to be informed of the decision regarding your request for access to the record?

Signed at \_\_\_\_\_

This \_\_\_\_\_

Day of \_\_\_\_\_

20 \_\_\_\_\_

Signature \_\_\_\_\_

Signature of requester/person on whose behalf request is made.

**B****ANNEXURE B****FEES IN RESPECT OF PRIVATE BODIES**

1. The fee for a copy of this manual is R1.10 for every photocopy of an A4 size page or part thereof.
2. Where a private body has voluntarily provided the Minister with a list of categories of records that will automatically be made available to any person requesting access thereto, the only charge that may be levied for obtaining such records, will be a fee for reproduction of the record in question.

These fees for reproduction are as follows:

- |   |        |
|---|--------|
| a) For every photocopy of an A4 size page or part thereof   | R1,10  |
| b) For every printed copy of an A4 size page or part thereof  | R0,75  |
| c) For a copy in a computer readable form on a compact disc   | R70,00 |
| d)  |        |
| i. For a transcription of visual images for an A4 size page or part thereof   | R40,00 |
| ii. For a copy of visual images   | R60.00 |
| e)  |        |
| i. For a transcription of an audio record, for an A4 size page or part thereof  | R20.00 |
| ii. For a copy of an audio record   | R30.00 |
| 3. The request fee payable by a requester, other than a personal requester is   | R50.00 |
| 4. The access fees payable by a requester are as follows:   |        |
| a) For every photocopy of an A4 size page or part thereof   | R1,10  |
| b) For every printed copy of an A4 size page or part thereof.   | R0,75  |
| c) For a copy in a computer readable form on a compact disc   | R70,00 |
| d)  |        |
| i. For a transcription of visual images for an A4 size page or part thereof   | R40,00 |
| ii. For a copy of visual images   | R60.00 |
| e)  |        |
| i. For a transcription of an audio record, for an A4 size page or part thereof  | R20.00 |
| ii. For a copy of an audio record   | R30.00 |
| f) To search for and prepare a record that must be disclosed, for each hour or part of an hour reasonably required for such search and preparation.   | R30.00 |
| 5. Where a private body receives a request for access to information held on a person other than the requester himself/herself and the information officer upon receipt of the request is of the opinion that the preparation of the required record for disclosure will take more than 6 (six) hours, a deposit is payable by the requester. |        |

One third of the access fee is payable as a deposit by the requester.

6. The actual postage is payable when a copy of a record must be posted to a requester



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011 704 2641

**Web**

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[www.adclickafrica.com](http://www.adclickafrica.com)

**Address**

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