



**INFORMATION  
REGULATOR  
(SOUTH AFRICA)**  
*Ensuring protection of your personal information  
and effective access to information*

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**DRAFT JOINT STATEMENT BY THE INFORMATION REGULATOR AND THE DIRECT  
MARKETING ASSOCIATION OF SOUTHERN AFRICA  
16 AUGUST 2018**

The Chairperson and Members of the Information Regulator (Regulator) met with the Chief Executive Officer and Chairman of the Board of the Direct Marketing Association of Southern Africa (DMASA) in Pretoria on 14 August 2018.

The purpose of the meeting was to exchange views and to interact on the Protection of Personal Information Act 4 of 2013 (POPIA), particularly as it relates to electronic direct marketing.

The responsibility of the Regulator to monitor and enforce compliance by public and private bodies with the Act is a significant one which is aimed at balancing the right to privacy against other rights, particularly the right of access to information and protecting important interests, including the free flow of information.

For its part, the DMASA, **a Not for Profit company which is responsible for self regulation of the direct marketing industry, seeks to adhere** to a strong Code of Practice which is fully compliant with all laws pertaining to the direct marketing industry, including POPIA.

The two organisations reaffirmed their commitment to work together to ensure that citizens are protected against unscrupulous marketers, whilst being mindful of the need to ensure that the ability for businesses to adhere to the conditions for lawful processing of personal information, including by direct marketers, is achieved within the context of the need to promote economic activity.

The Regulator and the DMASA committed themselves to continue their interaction and to find mechanisms that can facilitate ongoing positive exchanges to ensure the sustainability of the direct marketing industry whilst ensuring that the provisions of POPIA aimed at protecting citizens against unwanted and intrusive marketing campaigns, are mutually accommodated.