



Legislative Update – Protection of Personal Information Act (“POPIA”)

POPIA promotes the protection of personal information. All natural and juristic persons must be POPIA compliant by 1 July 2021. The Whitehouse Inn (Pty) Ltd (The Whitehouse Inn) prioritises the protection of your and your organisation’s personal information, therefore, we will only collect, use, and retain your personal information, if there is a lawful purpose for doing so and we will follow the provisions of POPIA in doing so.

Personal information is information that identifies you or your organisation, for example, a name, race, gender, marital status, identity number, registration number, financial status, contact details and biometric information.

The Whitehouse Inn collects and uses personal information mainly to:

- Communicate and interact with its suppliers and customers. Communication may be done by email, phone, post or online (through our website or social media platforms).
- Provide information or services that suppliers and customers may request from us.
- Comply with legal obligations, for example, the Companies Act, the JSE Listings Requirements and the Income Tax Act.
- Improve our services by conducting research and surveys to obtain feedback from our suppliers and customers.
- Inform suppliers and customers about changes at The Whitehouse Inn.

The Whitehouse Inn normally collects personal information directly from suppliers or customers or their authorised representatives. This is done by virtue of the existing contractual relationship between a supplier or customer and The Whitehouse Inn. The Whitehouse Inn may also collect your personal information from other sources, if POPIA allows for this to be done, for example, company registration information collected from the Companies and Intellectual Property Commission (CIPC), confirmation of VAT registration with SARS etc. Once there is no longer a lawful reason for keeping the personal information, the information will either be destroyed or “de-identified” (a process allowed in POPIA and by which information is deleted so that it cannot be linked to an individual or company).

The Whitehouse Inn will take reasonably practicable steps to ensure that the personal information is complete, accurate and up to date where necessary. To enable The Whitehouse Inn to do so, The Whitehouse Inn requires that you promptly notify us of any changes to your personal information.

The Whitehouse Inn has put in place technical measures and industry best practices to safeguard personal information against access by unauthorised persons, unlawful disclosure, or breaches.

Ian Rossouw

Date

The Whitehouse Inn
Information Officer

If you have any queries relating to the information contained in this letter, please contact the Information Officer by email: info@sutherlandwhitehouse.co.za

