

Promotion of Access to Information Act

**dynamite**

Digital Dynamite (Pty) Ltd  
Promotion of Access to Information Act

## **Promotion of Access to Information Act**

The following manual was prepared in accordance with the section 51 of the promotion of access to information act ("The Act"), 2000 and to address the requirements of the protection of personal information act, 2013 ("POPI")

This manual applies to Digital Dynamite (PTY) Ltd  
Digital Dynamite (PTY) Ltd  
Registration: 2019/500401/07

Business Operating Location:  
1st Floor, Building 5, Bryanston Gate, Homestead Ave, Bryanston, Sandton, 2191

Document Version 1  
Release Date: 20/03/2025  
Author: Digital Dynamite

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# Introduction

This Manual is published in terms of Section 51 of the Promotion of Access to Information Act, 2000 (Act No. 2 of 2000) ("the Act"). The Act gives effect to the provisions of Section 32 of the Constitution, which provides for the right of access to information held by the State and to information held by another person that is required for the exercise and/or protection of any right.

## Definitions

"The Company": means Digital Dynamite (PTY) Ltd

"Digital Dynamite": means Digital Dynamite (PTY) LTD.

"The Act": Means the Protection of Private Information Act, 2000

"Processor": means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller;

"Controller": 'controller' means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by regional law and legislation, the controller or the specific criteria for its nomination may be provided for by regional law and legislation;

"Consent": 'consent' of the data subject means any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her;

"Processing": means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

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“Third Party”: ‘third party’ means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data;

“Personal information/Data”: Personal data means any information whether true or not, relating to an identified or identifiable natural person (‘data subject’). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data or online identifier, or to one or more factors specific to the physical, physiological, mental, economic, cultural, or social identity of that natural person. Personal Data includes a natural person's email address, telephone number, biometric information (such as fingerprint), location data, IP address, health care information, religious beliefs, Social Security number, marital status, etc.

“Employees”: means employees of Digital Dynamite and includes permanent employees, temporary employees, non-permanent employees, contractors and secondaries, consultants (excluding external assurance services).

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# About the Company

## Nature of Service

Digital Dynamite (PTY) Ltd ("The Company") provides marketing and digital technology services to the corporate market.

The Company supports the constitutional right of access to information and we are committed to provide you access to your records in accordance with the provisions of the Act, the confidentiality we owe third parties and the principles of South African Law

## Contact details

Name of Body: Digital Dynamite (PTY) LTD

Head of Body: Rhys Downard

Physical Address: 1st Floor, Building 5, Bryanston Gate, Homestead Ave, Bryanston, Sandton, 2191

Name of Body	Digital Dynamite (PTY) LTD
Head of Body	Rhys Downard
Physical Address	1st Floor, Building 5, Bryanston Gate, Homestead Ave, Bryanston, Sandton, 2191
Information officer	Rhys Downard
Contact Number	+27 11 568 9760
Email Address	ops@mediarocket.co.za

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# Availability of this manual

A copy of this Manual is available by sending a request for a copy to the Information Officer by email. The Manual may also be obtained from the South African Human Rights Commission ("SAHRC") at the addresses set out below. This Manual will be updated from time to time, as and when required.

## How to Access the Guide as Described in Section 10 of the Act

The Guide described in Section 10 of the Act is due in August 2003. From that date it will be available from the South African Human Rights Commission.

Any enquiries regarding this guide and its content should be directed to:

The South African Human Rights Commission.

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### Records Available in Terms of Other Legislation Section 51 (1)(d)

Information is available in terms of the following legislation, if and where applicable.

- Basic Conditions of Employment No. 75 of 1997
- Closed Corporation Act No. 69 of 1984
- Companies Act 61 of 1973
- Electronic Communications and Transactions Act 25 of 2002.
- Labour Relations Act 66 of 1995
- Promotion of Access to Information Act No. 2 of 2000
- Regional Services Councils Act No. 109 of 1985
- Skills Development Levies Act No. 9 of 1999
- Skills Development Act No. 97 of 1998
- Unemployment Contributions Act No. 4 of 2002
- Unemployment Insurance Act No. 63 of 2001
- Value Added Tax Act No. 89 of 1991

### Request for information held by The Company

Requests for access to records held by the company must be made on the request form from the SAHRC website ([www.sahrc.org.za](http://www.sahrc.org.za)) or the Department of Justice and Constitutional Development ([www.doj.gov.za](http://www.doj.gov.za)) (under "regulations"). Note that requests need not be accompanied by payment BUT will only be processed upon payment of the prescribed fees.

Records held by the company may be accessed on request and only on condition that all requirements for access have been met. A requester is any person making a request for access to a record held by the company.

Requests for access to records must be made to our Information Officer at the address or electronic mail address provided.

The requester must provide sufficient detail on the request form to enable the Information Officer to identify the record and the requester. The requester should also indicate which form of access is required and indicate if he or she wishes to be informed in any other manner and state the necessary particulars to be so informed.

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The requester must identify the right that he or she is seeking to exercise or protect and provide an explanation of why the requested record is required for the exercise or protection of that right. If a request is made on behalf of a person, the requester must then submit proof of the capacity in which the requester is making the request to the satisfaction of the Information Officer of the company.

The standard request form must be used for the making of requests from private bodies, not public. Not using this form could cause your request to be refused (if you do not provide sufficient information or otherwise) or delayed. The form must be entirely completed with accurate information in order for correct assessment before a decision is given on request.

Kindly note that all requests to Digital Dynamite (PTY) Ltd will be evaluated and considered in accordance with the Act. Publication of this manual and describing the categories and subject matter of information held by Digital Dynamite (PTY) Ltd does not give rise to any rights (in contract or otherwise) to access such information or records except in terms of the Act. The head of the body shall provide a response within 30 days, after the request has been received in relation to the terms of the act itself mentioned in Section 56.

## **Fees**

The Act provides two types of fees you may be required to pay, a "request fee" and an "access fee". The Deputy Information Officers will advise you on whether or not you are required to pay any fees.



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### Categories of records held by the company: Section 51(1)(E)

The Company maintains records on the following categories and subject matters. However, please note that recording a category or subject matter in this Manual does not imply that a request for access to such records would be honored. All requests for access will be evaluated on a case by case basis in accordance with the provisions of the Act.

Record type	Items
Internal records	<ul style="list-style-type: none"><li>● Memorandum and Articles of Association</li><li>● Operational records</li><li>● Intellectual property</li><li>● Marketing records</li><li>● Product records</li><li>● Statutory records</li><li>● Internal policies and procedures</li></ul>
Personnel records  Personnel refers to any person who works for or provides services to or on behalf of Digital Dynamite (PTY) Ltd and receives or is entitled to receive any remuneration and any other person who assists in carrying out or conducting the business of The Company	<ul style="list-style-type: none"><li>● Any personal records provided to Digital Dynamite (PTY) Ltd by their personnel;</li><li>● Any records a third party has provided to Digital Dynamite (PTY) Ltd about any of their personnel;</li><li>● Conditions of employment and other personnel-related contractual and quasi legal records;</li><li>● Internal evaluation records; and</li><li>● Other internal records and correspondence.</li></ul>
Customer records  Please be aware that Digital Dynamite (PTY) Ltd is very concerned about protecting the confidential information of its customers. We require strong motivation to process any request for customer information.	<ul style="list-style-type: none"><li>● Any records a customer has provided to Digital Dynamite (PTY) Ltd or a third party acting for or on behalf of Digital Dynamite (PTY) Ltd;</li><li>● Customer needs assessments;</li><li>● Personal records of customers;</li><li>● Credit information and other research conducted in respect of customers;</li><li>● Any records a third party has</li></ul>

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	<p>provided to Digital Dynamite (PTY) Ltd about customers;</p> <ul style="list-style-type: none"> <li>● Confidential, privileged, contractual and quasi legal records of customers;</li> <li>● Customer evaluation records;</li> <li>● Records generated by or within Digital Dynamite (PTY) Ltd pertaining to customers, including transactional records.</li> <li>● Records relating to customer online positions including platforms, logins, access details, usage data etc</li> </ul>
<p>Other parties</p> <p>Records kept in respect of other parties, including without limitation contractors, suppliers, joint ventures, service providers and general market conditions.</p>	<ul style="list-style-type: none"> <li>● Personnel, customer or Digital Dynamite (PTY) Ltd records which are held by another party as opposed to being held by Digital Dynamite (PTY) Ltd; and,</li> <li>● Records held by Digital Dynamite (PTY) Ltd pertaining to other parties, including financial records, correspondence, contractual records, electronic mail, logs, cached information, records provided by the other party, and records third parties have provided about the contractors/suppliers or customer.</li> </ul>
<p>Financial records</p>	<ul style="list-style-type: none"> <li>● Annual financial statements</li> <li>● Tax returns</li> <li>● Accounting records</li> <li>● Banking records</li> <li>● Bank statements</li> <li>● Electronic banking records</li> <li>● Asset register</li> <li>● Rental agreements</li> <li>● Invoices</li> </ul>
<p>Additional records</p>	<ul style="list-style-type: none"> <li>● Information relating to the commercial activities of Digital Dynamite (PTY) Ltd.</li> <li>● Any research carried out by Digital Dynamite (PTY) Ltd on</li> </ul>

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	<p>behalf of clients or from an agreed and mandated third party provider.</p> <ul style="list-style-type: none"> <li>Any research carried out by Digital Dynami (PTY) Ltd for the purpose of its business operations or in the normal course of business operations</li> </ul>
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## Categories of data subjects and Types of personal data

### Categories:

- Clients - Juristic Persons / Entities
- Clients - Individuals
- Third parties - Juristic Persons / Entities
- Employees / Directors and other organisation officers

Category	Data Type
Client - Juristic Person / Entity	<ul style="list-style-type: none"> <li>Entity Name</li> <li>Contact person details</li> <li>Physical and postal addresses</li> <li>Financial information</li> <li>Company Registration number</li> <li>Information relating to Tax</li> <li>Information relating to the head/s of entity</li> <li>Contact information including email addresses, phone numbers and mobile numbers</li> <li>Website addresses, social media platforms and other digital positions</li> </ul>
Clients - Individuals	<ul style="list-style-type: none"> <li>Contact names</li> <li>Contact information including email addresses, phone numbers and mobile numbers</li> <li>Information relating to Tax</li> <li>Website addresses, social media platforms and other digital</li> </ul>

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	<ul style="list-style-type: none"> <li>positions</li> <li>● Physical and postal addresses</li> </ul>
Third party suppliers	<ul style="list-style-type: none"> <li>● Entity name</li> <li>● Financial information</li> <li>● Company Registration number</li> <li>● Contact person name/s</li> <li>● Contact information including email addresses, phone numbers and mobile numbers</li> <li>● Information relating to Tax</li> <li>● Website addresses, social media platforms and other digital positions</li> <li>● Physical and postal addresses</li> <li>● Information relating to the head/s of entity</li> </ul>
Employees / Directors and other officers	<ul style="list-style-type: none"> <li>● Name/s</li> <li>● Gender</li> <li>● Marital status</li> <li>● Race</li> <li>● Age</li> <li>● Language/s</li> <li>● Education information</li> <li>● Financial Information</li> <li>● Employment history</li> <li>● ID number/Passport number</li> <li>● Physical and postal address</li> <li>● Contact information</li> <li>● Opinions</li> <li>● Criminal behaviour</li> <li>● Health and well-being</li> </ul>

### Types of personal data as defined by the Protection of Private Information Act

- information relating to the race, gender, sex, pregnancy, marital status, national, ethnic or social origin, colour, sexual orientation, age, physical or mental health, well-being, disability, religion, conscience, belief, culture, language and birth of the person;

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- information relating to the education or the medical, financial, criminal or employment history of the person;
- any identifying number, symbol, e-mail address, physical address, telephone number, location information, online identifier or other particular assignment to the person;
- the biometric information of the person;
- the personal opinions, views or preferences of the person;
- correspondence sent by the person that is implicitly or explicitly of a private or confidential nature or further correspondence that would reveal the contents of the original correspondence;
- the views or opinions of another individual about the person; and
- the name of the person if it appears with other personal information relating to the person or if the disclosure of the name itself would reveal information about the person.