

## DIRECT MARKETING POLICY OF PLATINUM LIFE

### 1. Introduction

- 1.1 Platinum Life markets its products by telephonic interactions with persons referred to the Company.

Platinum Life's telephonic interactions is a form of Direct Marketing and this policy provides guidance as to how our Direct Marketing complies with the Protection of Personal Information Act 4 of 2013 ("POPIA").

### 2. Understanding when consent is required

- 2.1 Unsolicited direct marketing by electronic means such as automatic calling machines, SMS or e-mail is limited to a single instance unless the Responsible Party has obtained consent from the data subject or unless the data subject is already a customer of the Responsible Party.

Platinum Life may thus only engage a prospective customer once, via electronic means, for the purpose of Direct Marketing.

- 2.2 It is important to note that Direct Marketing via telephonic interactions is excluded from the application of POPIA for the purpose of consent.

- 2.3 A customer that has previously consented to the further processing of his or her Personal Information has the right to withdraw such consent and may do so by providing Platinum Life with such notice to our Information Officer.

A customer may, furthermore, object on reasonable grounds to the further processing of Personal Information relating to him or her.

### 3. Platinum Life adheres to POPIA's 8 conditions for the lawful processing of Personal Information when marketing its products to potential customers:

- 3.1 Accountability - Platinum Life ensures that the conditions for lawful processing of Personal Information as set out in the Act, and all measures that give effect to these conditions, are complied with before and during processing.

- 3.2 Processing Limitation - Personal Information is processed lawfully and in a manner that does not infringe upon the data subject's privacy. Personal information may only be processed if, given the purpose for which it is processed, it is adequate, relevant and not excessive.
- 3.3 Purpose Specification - Personal Information is collected for a specific purpose only and prospective customers must be aware of the purpose for which the information is obtained. Records of Personal Information are not retained for any longer than is necessary for achieving the purpose for which the information was collected.
- 3.4 Further processing Limitation - Platinum Life will only process Personal Information in accordance with the purpose for which the information was collected.
- 3.5 Information Quality - Platinum Life will ensure that Personal Information is complete, accurate, not misleading and updated as required. Section 8 of [Platinum Life's Privacy Policy](#) provides further information.
- 3.6 Openness - Platinum Life will endeavour to be open and honest about why we need a prospective customer's Personal Information and how we intend to use and process this information.
- 3.7 Security Safeguards - Platinum Life secures the integrity and confidentiality of Personal Information in its possession or under its control by taking appropriate, reasonable, technical and organisational measures to prevent any loss, damage or destruction of Personal Information and the unlawful access to or processing of Personal Information. Section 7 of [Platinum Life's Privacy Policy](#) provides further information.
- 3.8 Data Subject Participation - Data subjects have the right to access all their Personal Information and also to request for the correction, removal and deletion of their Personal Information. Section 11 of [Platinum Life's Privacy Policy](#) outlines your rights as a data subject.